POST-PANDEMIC ORGANIZATIONAL

TRANSFORMATION FOR COMPETITIVENESS

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(Coords)

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Brand Matters? Millennials and purchase decision of craft beer

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INTRODUCTION

In Mexico, the beer industry arrived in 1918 with 36 regional breweries that merged in 1927 to become the largest company in the country: Grupo Modelo. At the end of the last century, the birth of craft beers with companies such as Cosaco & Casta gave rise to the arrival of this product in the country. By the beginning of the 21st century, the large craft breweries of the current era arrived, made up of several brands such as Mexicali, Tijuana, Minerva, and Tempus, which formed the first wave of craft breweries in Mexico (Sánchez et al., 2018).

Today, local beer brands will face new challenges to position their brands, maintain them as they have achieved so far, and make them grow further. Of the total expenditure for consumption of goods and services for brewing, 20.7 percent goes to advertising and communication services, which gives a great disadvantage, in terms of advertising and positioning strategies to small local brewing companies (González, 2017). Choosing a craft beer is not a simple matter, the market is full of competitors and the lack of consumer knowledge becomes a disadvantage for brands. Having access to consumer preferences is a key point to develop a brand, where the added values are increasingly important for the customer to decide at the time of purchase.

Craft beer is that produced in small breweries, using traditional methods and ingredients to produce and market locally (Hieronymus, 2010), according to ACERMEX (Mexican Association of Craft Brewers, as in Spanish), its annual production should not

exceed 1% of the national beer market. In 2011, the craft beer industry began to show sustained growth, leading Mexico to be the country's leading exporter worldwide of craft beer, but despite the growth it has had in recent years, it cannot be compared to that of industrial beer production produced each year in Mexico (Calvillo, 2017).

It is important to mention that craft breweries have as their main characteristic to take care of the quality of the raw materials with which their products are prepared, for this reason, it uses traditional processes to brew a beer, experimenting with different styles, techniques, and ingredients that come to produce unique styles in the market, regardless of the size of the brewery or the volume of production of the same (Maltosaa, 2020). However, the United States Brewing Association (2010) determined that a small craft brewery produces between 2 and 6 million barrels per year. In Mexico, a microbrewery is a brewery that usually produces approximately 15,000 barrels of beer, of which 75% must be sold externally. It could be said that craft beers do not depend on their sales classification, but on how their production is carried out and whether it follows the quality standards established by the corresponding agencies (Mattosaa, 2020).

Craft beer is the second most consumed beverage in Mexico, surpassed only by industrial beer, with consumers drinking it because of its taste (Calvillo, 2017). When buying a craft beer, there are several factors that beer experts consider to choose the best one, such as flavor, bitterness, ingredients, alcohol percentage, and aroma, among others. What beer buyers enjoy is being able to live the full experience of consuming a craft beer, but how much impact does the brand of the craft beer have on their purchase decision? Do people who consume craft beer, either for the first time or constantly, make their choice based on the brand? Or do they take into account other factors such as ingredients, aroma, and taste? The main strategy of the different brands of craft beers according to the Deloitte study (Calvillo, 2017) is based on linking the product to the Gourmet market, which commits the manufacturer to quality and innovation in the preparation of the product so that consumption continues to increase, involving the consumer in the manufacturing process to thus make him/her belong to the brand.

The success of craft beers is based on the momentum it has had from the homebrew movement and continues to grow despite the great competition from industrial beer, which usually has more promotional, production, and distribution budget (Murray & O'Neill 2012

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Mentioned by Robin et al., 2017). An advantage of the large beer markets is the access to inputs with better costs, due to the large allies and the participation of large industrial beer brands such as AB-Inbev, which cover a large part of the consumers and added to their multiple imports of industrial beers from various parts of the world, have been causing the slight decrease of craft brands (Zamora, 2014).

The high degree of presence in the market of large and global brewing companies such as AB - Inbev, Miller and Coors, have achieved an increase in the monetary value of their brand and thus improved their production efficiency and final prices. This presence is attributed to advertising investments in the 1950s and 1970s, which at that time became common practice in national breweries (Apex Publishers, mentioned by Zamora, 2014). In Mexico, for example, in 1943 Modelo beer was one of the brands that took advantage of the advertising boom to start with its advertising development by adding slogans such as ``And twenty million Mexicans cannot be wrong'' and with this began its expansion throughout different states of the country (Grupo Modelo, 2021), thanks to this it was possible to identify changes in consumer habits and formulate strategies focused on quality-price, to cover larger markets, mainly the youth market (Zamora, 2014).

Thanks to the progress and growth of these two corporations, it has facilitated the access of inputs to local craft beer markets, but also, this growth has allowed them to acquire local brands which expands their brand portfolio and their penetration in the national and international markets (Vázquez, 2018). Currently, small producers depend on the demand of large companies and intermediaries to be able to obtain the necessary inputs to make their products. These activities, added to exclusivity contracts, detract from the competitiveness of these large industries, making it necessary for them to produce specialized products at higher prices than industrial premium products (Cázares et al., 2018). Even so, the growth of craft breweries has remained constant. In the metropolitan area of Guadalajara, as of 2017, 126 brands of craft beers had been registered, which are sold at different points of sale in the state (Larios, 2017). Therefore, with this study, we seek to solve the unknown about what the influence that the brand value has on the purchase decision of craft beer in the population of a certain lifestyle in the ZMG, to show what strategies are necessary for the positioning of this in the market.

CONCEPTUAL FRAMEWORK

The Millennial market

Regarding the subjects of study, the segmentation went beyond the geographical, taking as the subject of study the millennial generation, millennium generation, or generation Y, i.e. the population born between 1980 and 2000 (Brewers Association, 2015). Their selection was not only based on their demographic characteristics, psychographics, behavioral characteristics, and the types of consumers of craft beers which this study focused on will also be selected. People belonging to the millennial generation, are currently in the labor market and currently represent an important part of the consumers in the market and tend to be the kind of consumers who go in search of unique experiences and consume based on that, preferring to spend their savings or salaries in this type of products or services than something long term such as a house (Nielsen, 2015). According to Dougherty (nd), the millennial generation is a consumer of craft beer, but they are not, for the most part, loyal to a specific brand, i.e. they prefer to consume a craft beer over an industrial one, but they will not make it clear which brand they will prefer.

The millennials of the world aspire for the future to have a successful and satisfying career, most commonly focused on information technology, which allows them to stay fit and healthy, and they are not very loyal to their workplaces, which results in them being twice as likely to leave as generation X (Nielsen Global, 2015). Their goal is to live in modern and urban neighborhoods and 20% wish to have a house, a marriage, and children in the future, their preferred activities focus on television, connecting with friends and/or family, music, reading, and travel. Their main source of information is based on social networks, internet search engines, and also television. In terms of food shopping, they are prone to eat out at least once a week, take into account the benefits of food and beverage places for the decision, and are willing to pay premium prices for premium products. We are talking about a highly connected generation, thanks to new technologies, being the first global citizens with social and environmental awareness, not seen since the 60s (Dos Santos et al., 2015).

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On the other hand, Howe & Strauss (2003, mentioned by Simões & Gouveia, 2008), found seven exclusive traits of the Millennial generation that do not belong to any other generation:

1- Special: Concern about issues of importance and discussion of issues related to young people, where the press emphasizes the problems of today's youth.

2- Protected: They are the first generation with the "baby on board" and baby seat messages.

3- Confident: They have the idea that they will be much better than their parents when they reach their age.

4- Oriented by group behaviors and activities: Oriented to group behaviors or carrying out and performing group activities.

5- Conventional: They take into account the values and traditions instilled in them by their parents.

6- Pressured: they live with diverse daily activities, from work to practicing sports, and make time for their personal and recreational activities, so they lead a life determined by schedules.

7- Focused: from an early age they think about their future, both their career and salary.

Carpenter et al., (n.d.) conducted a study in the state of Oregon in the U.S.A. where they manage four profiles of beer consumers and the lifestyles of each one, being their profiles:

Enthusiasts: This type of consumer appreciates the brewing process and strives to obtain more information about that process. In addition, they are interested in experiencing a variety of craft beer styles. They place great importance on their appearance, how others see them, and how they would like to be seen by others. They appreciate craft beer knowledge both for mental enrichment and to satisfy their thirst.

Explorers: Unlike enthusiasts, explorers do not seek vast knowledge about craft beer but are willing to try new flavors and styles, so they seek to explore them in craft brew pubs. Like enthusiasts, they also care about how they look to others and how others see them, and at the same time derive pleasure from the social aspects of craft beer consumption.

Loyalists: Unlike the other two types of consumers, loyalists are loyal to a single brand and/or style, they are not interested in exploring different flavors, attributes, quality, or benefits of the unknown, and when it comes to consumption, location, seasonality or

coexistence affect their decision making. This segment is more concerned with how they see themselves than how others see them.

The fourth profile (*the novice*) does not have a deep description or lifestyle. The study also showed that regardless of the type of consumer to which a person may belong (explored, enthusiastic or loyal), the profile of consumers coincides with that of the "millennial hipster", since they are people who like to adopt active and healthy lifestyles such as biking, hiking, and camping, with a lifestyle more focused on the outdoors (Carpenter et al, n.d.). Similarly, they choose to go to more local places such as markets and national parks, have preferences for indie-pop music, and value independent thinking, creativity, intelligence, and art, likewise, being part of the millennial generation, craft beer drinkers are hardworking, aspirational and have a vision of success (Carpenter et al, n.d.).

In Mexico the consumption of craft beer is on the rise, more and more people tend to opt for this product as a substitute for industrial beer. This has led to the creation of a segment that is more informed about the product and its consumption, and as a consequence, companies have to offer more differentiated products than their competitors (Clemons et al., 2006).

For Cassini et al. (2009), functional, social, emotional, and price factors are determinants in the consumption of tasting products such as craft beer, and also establish that people who have already consumed a gourmet product, such as table wine or craft beer, and its taste matches their food, are more likely to choose it. According to Aquilani et al. (2015), craft beer is chosen according to taste preferences compared to commercial beers, since it is perceived as higher quality than industrial beer, due to the raw materials used for its production. For their part, Barbery et al. (2018) mention that the motive for beer consumption is divided into two sectors: experiential, which has the objective of multisensory consumption and where craft beer enters; and refreshment, whose objective is to quench thirst, which makes the consumer of this type opt for craft beer. They highlight factors that influence the purchase of a beer, which are: taste, temperature, brand, ingredients, and price.

Araya et al. (2016) show how the millennial population (known for being the largest and most influential generation so far), buys a craft beer for its high alcohol content, which in turn is related to its taste, since the manufacturers of this product claim that the alcohol content is a great differentiator of flavor. Fernandez et al. (2017) identify possible variables

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that the millennial generation takes into account when choosing to purchase a craft beer, where they obtain as a result that this generation seeks, for instance, a known brand when making their purchase choice, followed by the type of packaging, whether can or bottle, and finally the right price of the product. It was also highlighted that culinary tourism currently has the most active consumption of this type of artisanal products, taking into account that they are in a mostly male market, between 21 and 31, mainly employed in the private sector (Murray & Kline 2015).

Brakus et al. (2009) mentioned that there are two types of experiences that the consumer has with the product, direct and indirect, where it is considered that the indirect form is the one that refers to the physical interaction with the product and this is reflected in the purchase experience when the consumer interacts with the physical environment of the brand. Likewise, Fernández & Delgado (2011) mention that the use of the brand as a differentiation strategy takes an important role in the purchase experience, this shows us that people take into account different aspects that encompass the brand and that are determinants in their decision making.

Augusto & Torres (2017) find that brand recognition is the key to being able to have a loyal relationship with the customer, since, by obtaining it, it is easier to create trust, satisfaction, and value for the customer. Likewise, the positive effects of perceived quality and brand recognition on brand equity are measured by consumer loyalty to the brand, meaning that consumer loyalty to a certain brand is proportional to brand recognition and brand equity. Therefore, it could be deduced that consumers take brand equity into account when making a purchase decision.

Calvillo (2017), mentions that currently the consumption of craft beer is linked to the change in consumption culture in the Mexican population. Murray & Kline (2015), put on the table the factors that influence brand loyalty of breweries and their craft beers, where through surveys they evaluated brand loyalty concepts such as access to the point of sale, consumption, environment, proximity to the community, satisfaction and the desire to consume unique products, the latter three being the most tied to brand loyalty. Finally, it is also highlighted that culinary tourism is currently the most active in the consumption of this type of handcrafted products, taking into account that they are found in a male majority market, between 21 and 31 years of age, mainly employed in the private sector.

Brand Equity

The brand has the main function of identifying the manufacturer of a product, but for consumers, a brand is a promise, a means by which they set expectations and reduce risks. Gunawardane (2015) states that there is a positive relationship between the variables of perceived quality and brand awareness, to purchase products, which leads us to intuit that brand equity is important for consumers to decide the products they will buy.

For Keller (1993), brand equity, known in Spanish as brand equity, is a value-added to products and services that are added by consumers, such values can be reflected in how consumers think, feel, and act concerning the brand. Similarly, Aaker (1992) mentions that brand equity is everything surrounding the company that provides information to the consumer about the possible performance, image, or quality of a product. On the other hand, for Kamakura & Russell (1991), customer-based brand equity has been defined as a differentiation of brand awareness and consumer response to brand marketing.

Therefore, it could be said that for consumer's brand equity represents being familiar with the brand and having favorable, strong, and unique associations with it. Keller (1993), states that such positive evaluations made by consumers are a favorable response to the marketing efforts made by the company. Currently, the American Marketing Association (AMA 2013), looking at it from the consumer's point of view, defines it as the attitudes of such consumers, acquired by the positive attributes that the brand has and the favorable consequences of the use of brands.

THEORETICAL FRAMEWORK

Today, there are different Brand Equity models, which are useful to measure the value of a brand depending on the brand approach based on different methods: a method based on cost, a method based on the market value of the company, a financial method and method based on the consumer (Forero & Duque, 2014). In turn, these consumer-based models are divided by their function, such as brand building; brand building and measurement; brand measurement; and their approach, either theoretical or pragmatic. For this research, consumer-based models were sought and analyzed, taking into account only those of brand

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measurement with a theoretical approach, since they are usually the methods related to the purchase decision of a brand or, in this case, beer style (Table 1).

Table 1

Brand Equity Brand Measurement Models

Model	Author	Year
Conjoint analysis model	Green and Srinivasan	1978
Logit model	Kamakura y Russell	1993
Simulator model of conjoint selection	Green and Krieger	1995
Price march model	Swait	1993
Aaker model	Aaker	1991
Survey analysis model	Srinivasan y park	1994
Brand loyalty model	Dick y Basu	1994
Concession joint analysis model	François y MacLachlan	1995
Brand Equity Ten model	Aaker	1996

Note: Based on Forero & Duque (2014).

Table 2 shows the variables that all of the above models have in common:

Table 2

Variables per consumer-based brand equity model

Model	Variables
Conjoint analysis model	Perceived value/product attributes/market share
Logit model	Brand loyalty
Simulator model of conjoint selection	Perceived value/product attributes/market share
Price march model	Loyalty/ perceived quality/ price
Aaker model	Loyalty/perceived quality/brand association/brand awareness
Survey analysis model	Brand association
Brand loyalty model	Brand loyalty
Concession joint analysis model	Brand and price association

Model	Variables
Brand Equity Ten Model	Loyalty / perceived quality/brand association and differentiation/awareness measures/market behavior

Analyzing the different methods based on consumer behavior, Aaker's (1996) Brand Equity Ten model was identified as the model that includes the greatest number of variables associated with consumer behavior, which in turn is related to the brand and the product. This model collects more completely and measurably the variables identified for a complete brand measurement study, helping to build the profile of the ideal consumer for the craft beer product. This model (Table 3) values the elements that give added value to the product or brand, which motivates them to pay a higher price for a product and this in turn generates loyalty to a specific brand (Garolera, 1997).

Table 3

Aeker´s Brand Equity Ten Model

Loyalty measures
Premium price
Satisfaction/ Loyalty
Perceived quality/leadership measures
Perceived quality
Leadership
Association and differentiation measures
Perceived value
Brand personality
Organizational association
Awareness measures
Brand awareness
Market behavior measures
Market share
Price and distribution indices

Note: based on Aeker´s Brand Equity Ten Model (Aaker 1996)

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Based on the literature reviewed, the following hypothesis is proposed and has the following construct for the model proposed (Figure 1):

H0: Brand Equity positively influences the purchase decision of craft beer.

H1: Consumer brand loyalty positively influences the decision to purchase a craft beer.

H2: The perceived quality by consumers of a craft beer positively influences the decision to purchase it.

H3: Brand awareness of a craft beer positively influences the purchase decision.

H4: Brand association and differentiation positively influence the decision to purchase a craft beer.

Figure 1

Millennials' Purchasing Decision Model
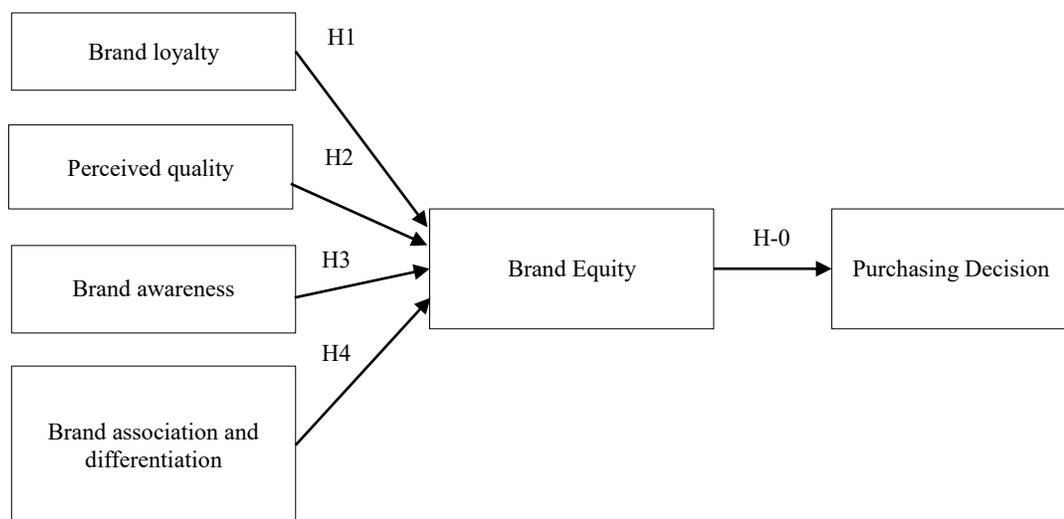
METHODOLOGY

Employing a quantitative analysis using primary data sources and with a non-experimental and transversal design focusing on a specific population Hernández-Sampieri et al. (1998), it was possible to obtain a descriptive correlational level of knowledge, whose numerical results will be tested through statistical analysis. For this purpose, the following variables were studied: purchase decision and brand equity, using correlations, which allows knowing the

relationship that exists between two or more variables in a specific context; finally, the cross-sectional aspect indicates that it will be a one-time study (Hernández-Siamperi, 1998). The multivariate technique of multiple regression type was also used to measure the relationship of a single dependent variable with one or more independent variables to predict changes in the dependent variable by obtaining responses from the independent variable(s) (Hair et al.,1999).

As an instrument for data collection, a structured direct survey with fixed alternative questions was applied, to capture the necessary information in the form of specific questions that respondents could answer (Malhotra, 2008). These surveys were carried out by digital and/or printed means and analyzed with the SPSS program. The instrument design is based on a questionnaire previously conducted and validated by Washburn & Plank (2002) with six variables: perceived quality, brand awareness, brand association, loyalty, brand value, and purchase decision, the latter based on the questionnaire conducted by Adam & Akber (2016).

No population defines the exact number of people who meet the lifestyle characteristics of craft beer consumers in the GMA (Guadalajara Metropolitan Area, which includes the cities of Zapopan, Guadalajara, San Pedro Tlaquepaque, and Tonala), so it was not possible to perform a statistical calculation as some authors, such as Hernández Sampieri et al. (1998) establish. We are talking about non-probabilistic convenience sampling since it allows us to select those accessible cases that accept to be included. This is based on the convenient accessibility and proximity of the subjects for the research (Otzen & Manterola, 2017). Therefore, with a size of at least 200 people, it is a reasonable amount to obtain a good result in the research. Such amount was achieved to exceed 47% more participants (294) despite the pandemic conditions in which this study was conducted in the GMA using digital means to conduct this survey.

RESULTS

In terms of age, this study is based on the millennial population living in the GMA, so surveys were conducted to people with an age range of 18 to 40 years and we can find that people between 26 and 30 years are those who usually consume these drinks, representing 40% of the sample, followed by people who are located in ages between 21 and 25 years and 31 and

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35 years. Regarding the schooling of the respondents, it was identified that people with a bachelor's degree are the largest consumers of craft beers with 70% frequency, followed by people with a specific postgraduate study of Master's degree with 18% frequency, people with a bachelor's degree with a frequency of 11% and finally with a frequency of less than 1%, people who have completed high school and a doctorate. It was also found that craft beer is not a product that is consumed by people with basic primary education.

Brand loyalty

In Table 4 we can observe that knowledge about craft beers and the brand value given to them by the consumer positively influence loyalty, recommendation, price increase, selecting it as the first option at the time of purchase and on future occasions, which tells us that when a person is loyal to a brand and in this case to craft beers in general, their purchase decision will be guided by the type of product, the recommendations offered or received about the product and the variation in its price.

Table 4

Correlation between items of the purchase decision variable and brand loyalty items

		I consider myself loyal to craft beers	I would recommend the consumption of craft beers to my friends and acquaintances	I would buy craft beers even if their price increases	When I buy beers, craft beers would be my first choice	If in the future I want to buy a beer, craft beers would be my first choice
I consider that my purchase decision depends on how others think of me based on the type of beer I consume	Pearson Correlación	.144*	.119*	.139*	0,096	.175**
	Sig.(2-tailed)	**0,013**	**0,041**	**0,017**	**0,100**	**0,003**
	Sum of Squares and Cross-products	74,102	50,898	67,204	49,898	90,408
	Covariance	0,253	0,174	0,229	0,170	0,309
	N	294	294	294	294	294
I consider that my knowledge of craft beers guides my purchase decision	Pearson Correlation	.583**	.555**	.556**	.528**	.551**
	Sig.(2-tailed)	**0,000**	**0,000**	**0,000**	**0,000**	**0,000**
	Sum of Squares and Cross-products	302,871	239,463	272,075	277,463	287,150
I believe that the value I place on craft beers (brand value) affects my	Pearson Correlation	.351**	.337**	.396**	.320**	.333**
	Sig.(2-tailed)	**0,000**	**0,000**	**0,000**	**0,000**	**0,000**
	Sum of Squares and Cross-products	185,850	148,483	198,034	171,483	177,068
**. Correlation significance at level 0,01 (two dimensions)						

We can add that people who have ever consumed craft beer tend to incline their purchase decision toward this product simply because they know it and have consumed it before. However, it can be noted that there is a question that does not generate a relationship between one question and another, so considering that a person's purchase decision depends on what others think about him or she has no relationship with loyalty in terms of selecting craft beer as the first choice. However, the opinion of others about the consumer has a positive relationship when it comes to loyalty and recommendation towards the product, price increase, and selection of beers in the future.

Despite the negative relationship between two questions of the perceived quality variable and one of the purchase decision variable, we can observe a high significance between the two variables, creating a positive relationship between them (table 5).

Table 5

Correlation between the purchase decision variable and brand loyalty.

Correlations		
		Purchase Decision
Brand Loyalty	Pearson Correlation	.532**
	Sig. (2-tailed)	0.000
	Sum of Squares and Cross-products	2592.449
	Covariance	8.848
	N	294

**. Correlation significance at level 0,01 (two dimensions)

Perceived Quality

Table 6 shows the correlation between the same dependent variable, purchase decision with perceived quality, where we can identify the variables that have significance, being that the knowledge of the product and the value that the consumer gives it, have a positive relationship on the confidence in the quality of the product, and the excellence of its characteristics.

Even so, it was found that the thought of others about the type of beer that the consumer chooses does not have a positive relevance with the quality confidence about the product. Despite the negative relationship that exists between two questions of the perceived

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quality variable against one of the purchase decision variables, we can find that there is a high significance between the two variables creating a positive relationship between the two.

Table 6.

Correlation between items of the purchase decision variable and items of perceived quality.

		I trust in the quality of craft beers	I consider that craft beers could be of very good quality.	I consider craft beers to have excellent characteristics.
I consider that my purchase decision depends on how others think of me based on the type of beer I consume	Pearson Correlation	0.111	0.054	.141*
	Sig.(2-tailed)	**0.058**	**0.356**	**0.015**
	Sum of Squares and Cross-products	35020	13.735	40.857
	Covariance	0.120	0.047	0.139
	N	294	294	294
I consider that my knowledge of craft beers guides my purchase decision	Pearson Correlation	.267**	.373**	.477**
	Sig.(2-tailed)	0,000	0,000	0,000
	Sum of Squares and Cross-products	85,374	95,803	139,381
I believe that the value I place on craft beers (brand value) affects my purchase decision	Pearson Correlation	.196**	.147*	.288**
	Sig.(2-tailed)	**0.000**	**0.000**	**0.000**
	Sum of Squares and Cross-products	64. 170	38,456	85,810
	Covariance	0,219	0,131	0,293

**. Correlation significance at level 0,01 (two dimensions)
*. Correlation significance at level 0,05 (two dimensions)

Similarly, as shown in Table 7, the relationship between the purchase decision variable and the brand knowledge variable has a high significance, with a value of 0.000 the relationship between them, therefore the consumers' decision is based on how much knowledge they believe they have about the product.

Table 7.

Correlation between the purchase decision variable and perceived quality.

Correlations		
		Purchase Decision
Perceived Quality	Pearson Correlation	.373**
	Sig. (2-tailed)	0.000
	Sum of Squares and Cross-products	598.605
	Covariance	2.043
	N	294

**. Correlation significance at level 0,01 (two dimensions)

Brand awareness

The value they place on the brand and the knowledge of product characteristics, along with the familiarity and recognition they have about craft beers positively affect their purchase decision. While the thought that others have about the consumers of craft beers about the knowledge of characteristics, familiarity, and recognition of this product, has no relationship with the purchase decision of consumers (Table 8).

Table 8

Correlation between items of the purchase decision variable and brand awareness.

		Several characteristics of craft beers come quickly to mind when mentioned.	I'm familiar with craft beers	I can recognize a craft beer over one that isn't.
I consider that my purchase decision depends on how others think of me based on the type of beer I consume	Pearson Correlación	0.083	0.027	0.056
	Sig.(2-tailed)	0,154	0 .648	0,336
	Sum of Squares and Cross-products	35,133	11,408	22,500
	Covariance	0.120	0.039	0.077
	N	294	294	294
I consider that my knowledge of craft beers guides my purchase decision	Pearson Correlation	.557**	.598**	.315**
	Sig.(2-tailed)	0,000	0,000	0,000
	Sum of Squares and Cross-products	237,432	255 .816	127,167
I believe that the value I place on craft beers (brand value) affects my purchase decision	Pearson Correlation	.273**	.302**	.157**
	Sig.(2-tailed)	0,000	0,000	0,000
	Sum of Squares and Cross-products	118,605	132,735	64,667
	Covariance	0,405	0,453	0,221
	N	294	294	294

**. Correlation significance at level 0,01 (two dimensions)

Therefore, only the opinion of others about the type of beer consumed by the respondents has no significance whatsoever on the brand awareness they have about the product. The relationship between the purchase decision variable and the brand awareness variable has a high significance, with a value of 0.000 relationship between them, so the consumers' decision is based on how much knowledge they believe they have about the product.

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Similarly, as shown in Table 9, the relationship between the purchase decision variable and the brand awareness variable has a high significance, with a value of 0.000 the relationship between them, therefore the consumers' decision is based on how much knowledge they believe they have about the product.

Table 9

Correlation between purchase decision variable and Brand Awareness.

Correlations		
		Purchase Decision
Brand Awareness	Pearson Correlation	.433**
	Sig. (2-tailed)	0.000
	Sum of Squares and Cross-products	1007.463
	Covariance	3.438
	N	294

**. Correlation significance at level 0,01 (two dimensions)

Brand association and differentiation

In Table 10, the relationship of the purchase decision variable now with the variables brand association and differentiation, it results again that the purchase decision has a significance with the values of brand association and differentiation when the knowledge of the product and the value given to the product at the time of making the purchase decision is affected. Respect and admiration for people who consume craft beers, the brand image they present, and the trust reflected towards the product are favorable. However, as in the previous variables, the thought of others at the time of deciding to purchase does not have a positive relationship with the brand image of craft beers, so it is not relevant at the time of deciding to buy one craft beer over another, even so, this decision variable has a positive influence with respect and admiration for the consumer and the trust given to the product.

Table 10

Correlation between items of the purchase decision variable and brand association and differentiation.

		I respect and admire people who consume craft beers.	I like the brand image that craft beers have	I like and trust craft beers
I consider that my purchase decision depends on how others think of me based on the type of beer I consume	Pearson Correlation	.162**	0.091	.148*
	Sig.(2-tailed)	**0.005**	**0.118**	**0.011**
	Sum of Squares and Cross-products	75,490	30,204	56,694
	Covariance	0.258	0.103	0.193
	N	294	294	294
I consider that my knowledge of craft beers guides my purchase decision	Pearson Correlation	.348**	.158**	.428**
	Sig.(2-tailed)	**0.000**	**0.007**	**0.000**
	Sum of Squares and Cross-products	164,313	52,741	166,054
I believe that the value I place on craft beers (brand value) affects my purchase decision	Pearson Correlation	.279**	.198**	.296**
	Sig.(2-tailed)	**0.000**	**0.001**	**0.000**
	Sum of Squares and Cross-products	134,415	67,701	117,116
**. Correlation significance at level 0,01 (two dimensions)				
*. Correlation significance at level 0,05 (two dimensions)				

Despite the low significance between the two items of the variables, when correlating the two variables together, it is observed that they are positively correlated with each other, with a high significance of 0.000 (table 11).

Table 11

Correlation between purchase decision variable and brand association and differentiation.

Correlations		
		Purchase Decision
Brand association and differentiation	Pearson Correlation	.417**
	Sig. (2-tailed)	0.000
	Sum of Squares and Cross-products	864.728
	Covariance	2.951
	N	294
**. Correlation significance at level 0,01 (two dimensions)		

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Brand equity

Regarding the brand capital variable concerning the purchase decision variable (Table 8), it can be noted that there is a total significance between items, which means that the purchase decision is based on what others think of the consumer, their knowledge about craft beers and the value given to them, positively influence the consumption and purchase of the product if there were another product with the same characteristics, was equally good for the consumer and was the same. This means that craft beer itself has a great influence on the thinking that others have about the consumer and the type of beers consumed, the knowledge and value given to the product at the time of making or deciding on the purchase since the people surveyed agreed that this product is good just for belonging to this group and would choose it even if any other products were exactly as good or had the same characteristics in the eyes of the consumer.

Table 12.

Correlation between items of the purchase decision variable and brand equity.

		I think it makes sense to buy craft beers over any other, even if they were the same	Even if another type of beer had the same characteristics as craft beers, I would still prefer to buy craft beers.	If another kind of beer was as good as craft beers, I'd rather buy craft beers	If another type of beer is the same as craft beers, it would be smart to buy craft beers.
I consider that my purchase decision depends on how others think of me based on the type of beer I consume	Pearson Correlation	.252**	.186**	.234**	.275**
	Sig.(2-tailed)	0,000	0,001	0,000	0,000
	Sum of Squares and Cross-products	120,959	90,122	111,673	139,265
	Covariance	0.413	0.308	0.381	0.475
I consider that my knowledge of craft beers guides my purchase decision	Pearson Correlation	.446**	.441**	.385**	.288**
	Sig.(2-tailed)	0,000	0,000	0,000	0,000
	Sum of Squares and Cross-products	216,918	216,245	186,014	147,197
I believe that the value I place on craft beers (brand value) affects my purchase decision	Pearson Correlation	.344**	.364**	.325**	.227**
	Sig.(2-tailed)	0,000	0,000	0,000	0,000
	Sum of Squares and Cross-products	170,327	182,020	160,279	118,544

**. Correlation significance at level 0,01 (two dimensions)

Therefore, when correlating the two variables, brand equity, and purchase decision, we can find a high significance relationship between them of 0.000. as shown in Table 13.

Table 13.

Correlation between purchase decision variable and brand equity.

Correlations		
		Purchase Decision
Brand equity	Pearson Correlation	.493**
	Sig. (2-tailed)	0.000
	Sum of Squares and Cross-products	1859.565
	Covariance	6.347
	N	294

**. Correlation significance at level 0,01 (two dimensions)

The results not only indicate that the general independent variable, brand equity, has this positive influence on the purchase decision (Hypothesis 0), but also showed that the sub-variables belonging to this independent variable such as loyalty, perceived quality, brand awareness, and brand association and differentiation are also related one to one with the purchase decision of this product as shown below.

Regarding brand loyalty related to the purchase decision (hypothesis 1), it can be stated that price does not present an obstacle when deciding on craft beers or industrial beers, in addition to this it is usually a product that is recommended among people who have consumed it, which leads to it being considered as the first option when deciding on the purchase.

Likewise, for the perceived quality variable (hypothesis 2), trust, association with good quality and its excellent characteristics, positioned in the consumer's mind, play an important role when deciding on craft beers, showing that the characteristics with which this product is promoted are perceived and taken into account by consumers at all times.

As for the brand awareness variable (hypothesis 3), we note that it also has a positive influence on the purchase decision, since it was identified that the consumer being familiar with the product and associating characteristics to it, encourages them to opt for this type of beer over industrial beers. Similarly, the pattern is repeated with the last variable, brand association, and differentiation (hypothesis 4), which relates respect for consumers and taste

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and trust in the product as important factors in deciding to buy craft beers over industrial beers or any other product that happens to have the same or similar characteristics.

CONCLUSIONS

Based on a quantitative correlational analysis, it can be concluded that brand equity has a positive influence on the decision to purchase craft beers in the millennial population of the municipalities of Zapopan, Guadalajara, San Pedro Tlaquepaque, and Tonal, belonging to the GMA. Despite the above, there was an important constant when analyzing the data collected, with a specific item of the purchase decision variable, this item specifically mentions the relationship that exists between the thoughts that others have about the type of beer chosen by the consumer when deciding on the purchase of this and variables such as loyalty, perceived quality, brand awareness and brand association and differentiation, having little or no significance when related to all or some items of these variables, as we noted above. Therefore, when analyzing the results obtained from the 294 respondents who participated in the study, we can affirm that the hypotheses presented in this project were fully accepted, since both loyalty, perceived quality, brand awareness, and brand association and differentiation, obtained a significance level of 0.01 on the purchase decision when processed by the SPSS software.

In this sense, we consider that brand equity has a highly positive influence on the purchase decision of people between 20 and 40 years of age, being those between 26 and 30 years more likely to consume craft beers, who in turn coincide with preferences inclined towards lifestyles related to genres such as rock, It would be good to consider taking this data into account when conducting market research, marketing or advertising proposals, campaigns, sponsorships or other issues related to the brand and the consumption of this product. Regarding income, it is important to emphasize that the amount of income perceived by the consumer is not of utmost importance when choosing a craft beer since they are guided more by the type of product than by the cost; this can become a point in favor of the sellers or producers of craft beers. However, even though income is not a point that is taken into account, it would be advisable to focus more on consumers with incomes over 21 years old,

since they make up the majority and are the ones that best meet the lifestyle characteristics of most consumers.

In this study, a methodology based on the correlation of questions and variables was developed and applied, based on a bibliographic review of similar cases. Although the objectives were achieved, there are still areas of opportunity that can be exploited for the benefit of the research. At this point it would be prudent to consider, for future research, contemplating the market behavior measure of Aaker's (1996) model, which was excluded from this study. With this, market share and price and distribution indexes could be included, making the correlation between brands of the same type of product, so it would be necessary to close the study and focus it on two or more brands of craft beers.

As for the profile of the respondents, as the literature says, they favor certain life characteristics and tastes, so it would be advisable to focus future studies on the profile identified in this research. Likewise, implementing other types of data analysis would be enriching to strengthen the study results, such as descriptive, diagnostic, predictive, prescriptive, or causal analysis. Finally, proposing marketing strategies based on the results obtained would be beneficial for future qualitative or quantitative research.

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