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What motivates Czech and international "millennial-aged" university students to consume craft beers?

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Abstract

Purpose – An interesting subset of millennials are university students. This study aims to investigate motivations to drink craft beers in a sample of Czech and International University students in Prague (Czech Republic).

Design/methodology/approach – Adopting a revised model of the theory of planned behaviour (TPB), a simultaneous equations model was used by performing a three-stage least squares (3SLS) regression. The data were obtained from 305 students of 18 and 35 years of age (152 Czechs and 153 Internationals) at the Czech University of Life Sciences (CULS), who completed a face-to-face interview using a questionnaire.

Findings – The findings confirm the major role played by self-identity (SI) on the intention to drink craft beers, in the whole sample, and the key role played by the perception of being able to drink, for the Czechs participants only. Attitudes and social pressure towards craft beer consumption are of secondary importance, whereas the desire for uniqueness is not a relevant aspect in the participants' decision of drinking craft beers.

Originality/value – The study deepened the TPB by incorporating consumers' SI and the desire for unique consumer products as additional constructs to explain the intention of drinking craft beers. Given the long tradition of brewing in the Czech Republic and its significant role in the global marketplace, the understanding of local and foreign millennials' intention to drink craft beers would contribute to increase knowledge on consumer behaviour, bringing beneficial effects to the brewing sector. Further research developments, within the context of handcrafted food consumption, stem from the discussion of the theoretical implications.

Keywords Self-identity, Theory of planned behaviour, Uniqueness, Craft beers, Millennial-aged students

Paper type Research paper

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1. Introduction

Beers and craft beers (CBs) have received much attention in recent years (Garavaglia and Swinnen, 2018). The stability of consumption of beers in Europe and the rising attention towards CBs, indicate that consumption patterns are changing. Among European regions, beer consumption per capita is extremely heterogeneous, ranging from 143 L, in the Czech Republic, to 12 L in Turkey (The Brewers of Europe, 2017). In a highly competitive scenario as that of this alcoholic beverage, the breweries and craft breweries focus their efforts on specific consumers targets that offer them the possibility to gain a real competitive advantage; this means understanding motivations and beliefs behind beer consumption.

Among others, people born in or after 1980 (also called *GenY-ers* or millennials) represent an interesting consumers target for businesses in food and beverages. According to Taylor and Keeter (2010), millennials are more highly educated and technologically connected compared to *Generation X* (born 1966-1979), and differences also exist in attitudes (ATTs), behaviours and lifestyles. Veisová (2017) reports that millennials account for about 19.7 per cent of the Czech population. They grew up in a context of hope and optimism towards the new millennium, during the rise of capitalism, and do not remember socialism. Czechs *GenY-ers* were able to use PCs at a certain point, and afterwards became acquainted with the internet speed connection. They met Facebook, YouTube and iPhones, before their 1930s. Beer is their preferred alcoholic beverage (Spáčil and Teichmannová, 2016), and its consumption did not decrease over time because of steady, high incomes. According to Spáčil and Teichmannová's (2016) findings, amongst Czechs *GenY-ers*, it is a widespread habit to drink beer with friends at restaurants, brasseries or beer bars, as well to change the brand of beers, and try new ones, according to interpersonal contact with friends, peers, family or others (i.e. social pressure). In addition, Czechs *GenY-ers* increasingly appreciate CBs despite higher prices (Vinopal, 2016). In view of the conservative behaviour and habits of Czechs consumers regarding beer consumption (Kozák, 2013, 2017), an increasing interest of millennials towards CBs indicates that consumption patterns are changing.

Several common traits of the millennials generation have been identified (Howe and Strauss, 2000, 2007; Taylor and Keeter, 2010) but not so much has been said about an interesting subset of *GenY-ers*: university-aged millennials (referred to here as *millennial-aged students*). Howe and Strauss (2007) have described this specific generation as extremely optimistic, conventional (in contrast to the previous generation), and the over-protectionism of their parents (also called *helicopter parents*) may inhibit their self-identity (SI). Thus, the uniqueness of *millennial-aged students* make it difficult to equate their traits and behaviour with those of millennials and to the best of our knowledge, no studies have yet examined the characteristics of this subset for consuming CBs. In light of these considerations, our study aimed to answer the following research questions:

RQ1. What motivates Czech and international *millennial-aged students* to consume craft beers?

RQ2. Are the consumption patterns different between Czech and international *millennial-aged students*?

A revised model of the theory of planned behaviour (TPB) (Ajzen, 1991) was adopted to understand what differentiates Czech and international *millennial-aged* students in Prague (Czech Republic) in their decision-making process to purchase and consume CBs. By a simultaneous equation modelling (SIM) with three-stage least squares (3SLS) estimation procedure, we find the pivotal role of SI on the intention to drink CBs in the whole sample, and the key role played by the perception of being able to drinking, for the Czechs

participants only. ATTs and social pressure towards CBs consumption are of secondary importance, whereas the desire for uniqueness is not a relevant aspect in participants' decision of drinking CBs.

This study is highly relevant from two perspectives. Firstly, it tries to advance research into this specific consumer target to fill a gap in the literature. Secondly, understanding the habits and motivations of *Millennial-aged students* towards consuming CBs is crucial for craft breweries, as this cohort of consumers potentially will transits into higher-paying jobs than others *GenY-ers*.

This paper is organized as follows. The theoretical framework and research hypotheses are described in Section 2. The procedure is examined in Section 3, while Sections 4 and 5 present and discuss the findings. Conclusions, implications, limitations and research recommendations are draw in Section 6.

2. Theoretical framework and research hypotheses

The TPB has provided extensive support to predict and understand a wide range of human behaviours across different domains of interest (Perugini and Bagozzi, 2001; Armitage and Conner, 2001; Zint, 2002; Han and Stoel, 2016). Despite being proved as an effective tool to describe a wide variety of eating and drinking-related behaviours (Armitage and Conner, 2001), to the best of authors' knowledge, only Smith *et al.* (2007) adopted the TPB model to explore beer consumption habits.

As the theory of reasoned action (TRA) (Fishbein and Ajzen, 2010), the TPB associates ATTs, perceived social pressure [i.e. subjective norms (SN)], behavioural intention (BI) and behaviour, in an established causal relationship sequence. However, the TPB differs from the TRA because it includes personal control over a particular behaviour [i.e. perceived behavioural control (PBC)] as an additional precursor of BIs and as a direct antecedent of behaviour itself. Thus, the TPB argues that BI (e.g. the decision to drink CBs) mediates the relationships between ATTs, SN, PBC and behaviour. In detail, BI refers to a conscious action plan of individuals, aimed at performing a specific behaviour (e.g. the consumption of CBs). ATTs refer to a combination of individuals' overall evaluation of behavioural outcomes and experiences (e.g. to consume CBs is perceived as pleasant/unpleasant). SN, also known as social pressure, refer instead to individuals' opinion of a specific behaviour (e.g. the consumption of CBs) of people considered important (e.g. parents or peers). In other words, when significant people endorse a behaviour, individuals are more likely to plan their actions to perform it (Armitage and Conner, 2001; Cooke *et al.*, 2016). On the other hand, PBC influences personal belief of the possibility to perform a particular behaviour (i.e. to drink CBs).

Depending on the research interests and contexts, it is useful to include additional constructs to the original TPB model, to increase its predictive power (Ajzen, 1991; Perugini and Bagozzi, 2001). Among others, SI (Sparks and Shepherd, 1992; Sparks *et al.*, 1995; Guthrie and Sparks, 1998) and the desire for unique consumer products (DUCP) (Lynn and Harris, 1997) are useful additional variables for the TPB as suggested by scholars. In fact, these aspects play a relevant role on consumer behaviour in a wide range of behavioural domains, including food and beverage choices (Tian and McKenzie, 2001; Berger and Heath, 2007; Smith *et al.*, 2007, 2008; Rise and Sheeran, 2010; Dean *et al.*, 2012; Akbar *et al.*, 2016; Wang and Wang, 2016; Jaeger *et al.*, 2017).

Relying on the identity theory (Stryker, 1987; Stets and Burke, 2000), people tend to act consistently to their identity standard, to validate and confirm it (Stets and Burke, 2000; Rise and Sheeran, 2010; Carfora *et al.*, 2016). Thus, referring to CB consumption, the self-perception of *millennial-aged students* as CB drinkers can affect their intention to drink CBs,

as a form of individual self-expression (Santisi *et al.*, 2018; Campbell, 2005). Previous studies on alcohol consumption confirm both the additional power and the independent predictive effect of SI on BIs (Lindgren *et al.*, 2013; Foster *et al.*, 2014; Haydon *et al.*, 2018).

The "DUCP" (Lynn and Harris, 1997) represents instead a personal trait of consumers that might be equated to what Tian and McKenzie (2001) define as "counter conformity", stemming from the desire to create or maintain a given impression, identity or lifestyle, and that Campbell (2005) identifies as "postmodern identity-seekers". Thus, what differentiates the desire for uniqueness from SI, is the consumers' desire "to ensure that others make desired identity inferences about them" (Berger and Heath, 2007, p. 123), and not an individual's wish to affirm his SI. Against such a backdrop, this study applies the following hypotheses:

H1. ATTs positively affect BI to drink CBs.

H2. SN positively affect the BI to drink CBs.

H3. PBC positively affects BI to drink CBs.

H4. Consumers' BI has direct and positive effects on CBs' consumption (BEH).

H5. PBC has direct and positive effects on CBs' consumption (BEH).

Research hypotheses six and seven tests the additional variables for the TPB model as follows:

H6. SI has a significant and positive effect on BI.

H7. DUCP has a significant and positive effect on BI.

3. Method and materials

3.1 Questionnaire and measurement scale

Construct measures (i.e. ATT, SN, PBC, BIs, SI and DUCP) are based on existing measures in the literature (Sparks and Shepherd, 1992; Lynn and Harris, 1997; Ajzen and Fishbein, 2005; Fishbein and Ajzen, 2010). The behaviour under investigation is "drinking craft beer", and all the above-mentioned measures refer to it. The choice of one-year period to evaluate the behaviour under investigation roots in the thought that CBs are not a usual choice among Czechs and international *millennial-aged students*. For this reason, only considering a time span sufficiently long, it is possible to take a more realistic picture of consumers' habits.

All domains described below have been assessed using the seven-point Likert scale. A principal component analysis (PCA) with oblique (oblimin) rotation has been performed to examine the uni-dimensionality of each domain. Except for the PBC, Cronbach's alpha values ranged from 0.70 to 0.88, and were equal or above the acceptable limit of 0.70 (Hair *et al.*, 1995). Thus, the internal consistency of measurement was confirmed. Respondents measured ATTs to the stem "For me to drink craft beer is. . ." on six bipolar scales (tasty-disgusting, useful-useless, negative-positive, healthy-unhealthy, intelligent-foolish and unpleasant-pleasant), and the construct demonstrated a good internal consistency ($\alpha = 0.80$; M = 5.00 and SD = 1.01). SN were measured with five bipolar scales. Questions began with the statement "Think about people that are important for you", followed by "How many of them drink craft beer?" (no one-all), "How probable is it that they would drink craft beer?" (highly probable-improbable), "How many of them could drink craft beer?" (0-100 per cent), "Do they approve or disapprove the consumption of craft beer?" (approve-disapprove) and "How many think that drinking craft beer is a good alternative to the consumption of other

beers?" (no one-all) (α = 0.74; M = 5.03 and SD = 0.98). PBC was measured with four items: "It is simple/easy for me to consume craft beer" (agree-disagree), "I can completely control my consumption of craft beer" (agree-disagree), "I feel able to control the consumption of craft beer" (totally false-totally true) and "In the near future, consuming craft beer will be for me:" (likely-impossible). The internal consistency of this scale refers to the individual perception of factors that might foster or hinder the intention to drink CBs, and its related behaviour resulted unacceptable (α = 0.52; Hair *et al.*, 1995). For this reason, the PCA has recombined the four items of PBC into two principal components, but only one resulted acceptable in terms of reliability. This component combines the first item (i.e. "It is simple/easy for me to consume craft beer") and the fourth item (i.e. "In the near future, consuming craft beer will be for me: likely-impossible"), which represent the factors that most contribute to CB consumption and purchasing behaviour (α = 0.70; M = 5.24; SD = 1.38; hereinafter "PBC1"). The intention was measured using two items "I intend to drink craft beer soon" (certainly-definitely not) and "I do not want to consume craft beer" (strongly agree-strongly disagree) (α = 0.83; M = 4.98 and SD = 1.36). Actual behaviour (i.e. drinking CBs) was measured by two items: "How often have you consumed craft beer within. . .: the past six months and the past year". Both items referred to a seven-point scale from 1 = never to 7 = usually (α = 0.88). Two items also measured SI (Sparks and Shepherd, 1992): "I consider myself as a typical craft beer consumer" (strongly agree-strongly disagree) and "In the future I could consider myself as a typical craft beer consumer" (agree very strongly-disagree very strongly) (α = 0.84; M = 4.40 and SD = 1.66). The DUCP, taken from Lynn and Harris (1997), was measured using a seven-item seven-point rating scale (1 = completely agree and 7 = completely disagree): "I am very attracted by special beers", "I have the tendency to be nonconformist, rather than following the trends of the moment", "I have the tendency to buy products that are hard to be found", "I prefer to use personalized products, rather than standard ones", "I rarely miss the opportunity to personalize things that I'm buying", "I like to try new products and services before others" and "I like to buy in shops that sell different and uncommon products" (α = 0.75; M = 4.73 and SD = 1.01).

3.2 Data collection

The main motivations that have led to conduct this study in the Czech Republic, amongst *millennial-aged students* are twofold. Firstly, Czechs are "heavy beer drinkers", and the high number of microbreweries per capita (i.e. one microbreweries per 30,700 inhabitants; Kolektiv, 2017) highlight a rising desire of product uniqueness. Secondly, the comparison of findings between native and non-native *millennial-aged students* allow for a first comparison using findings regarding international students as a benchmark. The interest for this specific subset of millennials is well-explained in introduction.

Based on a non-probabilistic sampling design, data were collected by carrying out a questionnaire on a convenience sample of Czech and international *Millennial-aged students* from the CULS in Prague, in the Czech Republic. The decision to use of this convenience sample to test the research hypotheses stems from the theoretical and practical interest toward this specific subset of millennials (Anderson and Merunka, 2014). A conventional face-to-face interview, using paper-and-pencil questionnaires, was completed for 340 university students. Data were collected in June 2017. Data collection staff read each question, assisting students in case of incomprehension and recorded their answers. A total of 305 complete responses were received, of which 49.8 per cent Czechs (N = 152) and 50.2 per cent internationals (N = 153). The questionnaire was developed in English, both for Czechs and international students. The time needed to complete the questionnaire was about 7-10 min. A detailed description of the term "craft beer" was provided to the participants in

the opening instructions of the survey: "craft beer is a beer produced by small independent breweries".

3.3 Sample

Students belonging to the Czech sample ranged between 18 and 35 in age (M = 23.51 and SD = 3.00). In total, 44.1 per cent were women (N = 67). The international students ranged between 18 and 35 years of age (M = 23.61 and SD = 3.06). In total, 46.4 per cent were women (N = 71). In total, 71.7 per cent of Czech students came from Prague. More than half of the international students came from European regions (57.52 per cent), whereas 27.45 per cent came from Asia, 6.54 per cent from Africa and 8.50 per cent from America (7.19 per cent from North America and 1.31 per cent from South America). Most of the internationals *millennial-aged students* come from European countries (N = 100), while others were from Asia (N = 29), America (N = 14) and Africa (N = 10). In total, 62 per cent of European interviewees came from European Union countries, of which more than half were Spanish (19.4 per cent), French (16.1 per cent) and Slovak (16.1 per cent), whereas most of the remaining European students were Russian (14 per cent) and Turkish (13 per cent).

3.4 Theory of planned behaviour model for craft beers consumption

Based on the above-mentioned hypotheses, Figure 1 shows the relationships among the variables. In addition to the original variables, as proposed in the TPB model, SI and DUCP were added: the dashed lines indicate the two new paths added.

3.5 Data analysis

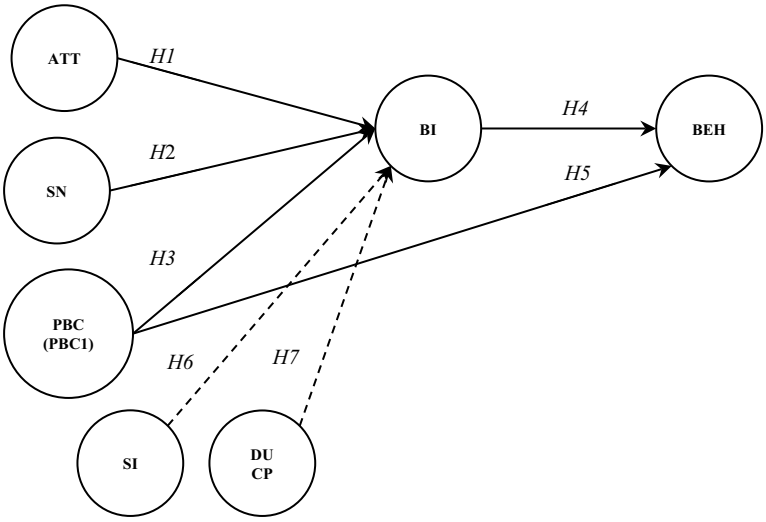
Statistical analysis was performed with STATA 14.0 (StataCorp, LLC, College Station, TX, USA). A system of two equations to study the proposed relationships among constructs of interest was selected (Figure 2). In this system, the constructs BI and facilitating factors (PBC1) appear as a regressor in equation (1). BI also appears as a dependent variable in the equation (2), whereas ATTs, SN, PBC1, SI and the DUCP are regressors. A SIM with 3SLS estimation procedure was used to accounts for the correlation across the error terms, and thus, yields consistent estimates. Furthermore, SIM with 3SLS estimation allows for endogenous explanatory variables in the simultaneous equations.

4. Results

4.1 Summary statistics and correlation analysis

Table I offers the summary statistics and Pearson correlation matrix of constructs considered in the study. Paired *t*-tests were used to compare the mean scores for each construct, between Czechs and international GenY-ers. For all comparisons, the *p*-value considered for significance was 0.05. Excluding BEH, it is noteworthy that no significant differences between the mean scores for each of the above constructs appear.

As expected, ATTs towards CBs were relevant and positively correlated with the BI to drink CBs, both among the Czechs and international *millennial-aged students* (respectively, r+ = 0.49 and r+ = 0.62). Large and positive correlations were found between SN and the intention to drink CBs (r+ = 0.57 and r+ = 0.46 for Czechs and international participants, respectively). Relevant and positive correlations were also found between the BI to drink CBs and the PBC1 both among the Czechs and international interviewees (r+ = 0.64 and r + = 0.67, respectively). Additionally, the intention to drink CBs was highly positively correlated with SI (r+ = 0.63 and r+ = 0.72 for Czechs and international participants, respectively). Low but significant correlation was found between the DUCP and the BI to



Notes: BEH = Behaviour, BI = Behavioural intention, ATT = Attitudes, SN = Subjective norm, PBC = Perceived behavioural control, (PBC1) = Facilitating factors. This construct results from a recombination of the four items that initially characterized the PBC construct, in view of the unacceptable level of internal consistency and reliability. For this reason the findings will refer to PBC1 in instead of PBC, SI = Self-identity, DUCP = Desire for unique consumer products
Source: Adapted by Ajzen (1991)

Figure 1. Proposed modified TPB model for CBs consumption and research hypotheses

(1) $BEH = \alpha_0 + \alpha_1 BI + \alpha_2 PBC1 + \varepsilon_1$
(2) $BI = \beta_0 + \beta_1 ATT + \beta_2 SN + \beta_3 PBC1 + \beta_4 SI + \beta_5 DUCP + \varepsilon_2$

Notes: BEH = Behaviour, BI = Behavioural intention, ATT = Attitudes, SN = Subjective norm, PBC1 = Facilitating factors, SI = Self-identity, DUCP = Desire for unique consumer products

Figure 2. System of two equations used to assess relationships among the variables of interest

drink CBs only for the Czechs sample (r+ = 0.27). Except for the DUCP, all the constructs had a positive and significant correlation with the behaviour to drink CBs, in the internationals sample.

4.2 Cross-national three-stage least squares regression analysis

Table III reports the results of the 3SLS regression for BI to drink CBs and behaviour in Czech and international's *millennial-aged students*. Referring to the Czechs (internationals)

Table I. Summary statistics and correlation matrix for Czech sample

	BEH	BI	ATTs	SN	PBC1	SI	DUCP	Mean	SD	Paired sample *t*-test *t*	Sig
BEH	1	–	–	–	–	–	–	4.47	1.69	3.36	0.00
BI	0.63*	1	–	–	–	–	–	5.02	1.33	0.52	0.60
ATT	0.37*	0.49*	1	–	–	–	–	5.09	1.03	1.56	0.12
SN	0.40*	0.57*	0.36*	1	–	–	–	4.99	1.05	−0.73	0.46
PBC1	0.50*	0.64*	0.45*	0.55*	1	–	–	5.30	1.24	0.74	0.46
SI	0.50*	0.63*	0.42*	0.45*	0.70*	1	–	4.49	1.61	0.86	0.39
DUCP[a]	0.17*	0.27*	0.30*	0.15	0.30*	0.33*	1	4.68	1.08	−0.79	0.43

Notes: BEH = behaviour; BI = behavioural intention; ATTs = attitudes; SN = subjective norm; PBC1 = facilitating factors; SI = self-identity; DUCP = desire for unique consumer products; [a]reverse-scaled. *$p < 0.05$

sample, the modified TPB model explains 55 per cent (63 per cent) of the variance of the intention to drink CBs and 39 per cent (14 per cent) of consumers' behaviour.

Within this model, consumers' attitude ($\beta = 0.13$; $p < 0.05$ for the Czech sample and $\beta = 0.18$; $p < 0.05$ for the international sample, respectively) and social norms ($\beta = 0.19$; $p < 0.05$ for Czech sample and $\beta = 0.16$; $p < 0.05$ for international sample, respectively) were significant predictors of intention to drink CBs for both samples ($p < 0.05$). Thus, *H1* (i.e. ATTs positively affect BI to drink CBs) and *H2* (i.e. SN positively affects the BI to drink CBs) are both supported (Table IV). Instead, PBC1 are a significant predictor of the intention to drink CBs only for Czech's students ($\beta = 0.25$; $p < 0.05$). Thus, *H3* (i.e. PBC positively affects BI to drink CBs) is not supported for the international students.

Distinctly from the traditional TPB model, only the intention to drink CBs had a significant effect on CBs consumption, both among the Czech and international interviews ($\beta = 0.73$; $p < 0.05$ and $\beta = 0.74$; $p < 0.05$, respectively), therefore, supporting *H4* (i.e. consumers' BI has direct and positive effects on CBs' consumption). Instead, the presence of PBC1 does not affect the behaviour for both samples, thereby rejecting *H5* (i.e. PBC has direct and positive effects on CBs' consumption) (Table IV). Furthermore, Table II reveals that SI was a strong and significant predictor of the intention to drink CBs both among the

Table II. Summary statistics and correlation matrix for international sample

	BEH	BI	ATTs	SN	PBC1	SI	DUCP	Mean	SD	Paired sample *t*-test *t*	Sig
BEH	1	–	–	–	–	–	–	3.82	1.67	3.36	0.00
BI	0.47*	1	–	–	–	–	–	4.93	1.39	0.52	0.60
ATT	0.41*	0.62*	1	–	–	–	–	4.91	0.99	1.56	0.12
SN	0.44*	0.46*	0.41*	1	–	–	–	5.07	0.91	−0.73	0.46
PBC1	0.47*	0.67*	0.62*	0.53*	1	–	–	5.18	1.51	0.74	0.46
SI	0.52*	0.72*	0.51*	0.35*	0.68*	1	–	4.32	1.71	0.86	0.39
DUCP[a]	0.10	0.12	0.08	0.03	0.15	0.22*	1	4.77	0.93	−0.79	0.43

Notes: BEH = behaviour; BI = behavioural intention; ATTs = attitudes; SN = subjective norm; PBC1 = facilitating factors; SI = self-identity; DUCP = desire for unique consumer products; [a] reverse-scaled. *$p < 0.05$

	Czech						International					
	Obs	Parms	RMSE	R^2	χ^2	P	Obs	Parms	RMSE	R^2	χ^2	P
BEH_	152	2	1.045	0.39	78.68	0.0000	153	2	1.230	0.14	58.42	0.0000
BI	152	5	0.856	0.55	184.97	0.0000	153	5	0.809	0.63	267.63	0.0000
	Coeff.	Std. err.	z.	P > z	[95% CI]		Coeff.	Std. err.	z.	P > z	[95% CI]	
BEH												
BI	0.73	0.18	4.12	0.000	0.38	1.07	0.75	0.17	4.33	0.000	0.41	1.09
PBC1	0.07	0.15	0.45	0.650	−0.23	0.37	−0.03	0.14	−0.23	0.815	−0.30	0.24
BI												
ATTs	0.13	0.05	2.82	0.005	0.04	0.22	0.18	0.05	3.91	0.000	0.09	0.27
SN	0.19	0.05	3.80	0.000	0.09	0.28	0.16	0.05	3.29	0.001	0.06	0.25
PBC1	0.25	0.10	2.61	0.009	0.06	0.44	0.13	0.08	1.61	0.108	−0.03	0.28
SI	0.29	0.08	3.68	0.000	0.13	0.44	0.46	0.06	7.13	0.000	0.33	0.58
DUCP	0.01	0.04	0.29	0.772	−0.07	0.09	−0.01	0.04	−0.38	0.706	−0.09	0.06
_cons	0.03	0.07	0.49	0.626	−0.10	0.17	−0.05	0.06	−0.91	0.363	−0.17	0.06

Notes: BEH = behaviour; BI = behavioural intention; ATTs = attitudes; SN = subjective norm; PBC1 = facilitating factors; SI = self-identity; DUCP = desire for unique consumer products; and SE = standard errors in parentheses
Sources: Endogenous variables: BEH and BI; and Exogenous variables: PBC1, ATT, SN, SI and DUCP

Table III. 3SLS regression for Czech and international samples

Hypotheses	Description	Czech	International
H1	ATTs – BI	SE	SE
H2	SN – BI	SE	SE
H3	PBC1 – BI	SE	–
H4	BI – BEH	SE	SE
H5	PBC1 – BEH	–	–
H6	SI – BI	SE	SE
H7	DUCP – BI	–	–

Notes: BEH = behaviour; BI = behavioural intention; ATTs = attitudes; SN = subjective norm; PBC1 = facilitating factors; SI = self-identity; DUCP = desire for unique consumer products; and SE = significant effect

Table IV. General overview of the findings for Czech and international samples

Czech and international samples ($\beta = 0.29$; $p < 0.05$ and $\beta = 0.46$; $p < 0.05$, respectively), thus supporting *H6* (i.e. SI has a significant and positive effect on BI). The findings also highlight that consumers' desire for uniqueness was not a significant driver of intention to purchase and drink CBs. Hence, *H7* (i.e. DUCP has a significant and positive effect on BI) is not supported.

5. Discussion

This study applied a modified TPB model in craft beer drinking behaviour to predict the intention and consumption of this beverage amongst Czech and international *millennial-aged students*. The modified TPB model accounted for 55 to 63 per cent of the variance in intention to drink CBs, and for 14 to 39 per cent in behaviour. Coherent with Falk and Miller (1992), the lowest recommended level for the percentage of explained variance is 10 per cent. For this reason, the model adopted in this study is a useful tool for understanding both

intention to drink and the actual act of drinking (behaviour) CBs amongst *millennial-aged students*, in the whole sample. Correlation and regression analyses revealed evidence related to the strong relationships between *millennial-aged students*' BI to drink CBs and their related behaviour. Consistently with expectations, ATTs towards CB consumption directly and positively affected the BI of participants to drink CBs (Smith *et al.*, 2007; Aquilani *et al.*, 2015; Gilovich *et al.*, 2015; Gómez-Corona *et al.*, 2016a, 2016b, 2017a, 2017b, 2017c; Donadini and Porretta, 2017; Carvalho *et al.*, 2018). In line with Gómez-Corona *et al.* (2017b) and Cardello *et al.* (2016), both Czech and international *millennial-aged students* perceives CBs as an alcoholic beverage that allows them to live a memorable tasting experience. Echoing what Smith *et al.* (2007) and Santisi *et al.* (2018) pointed out, social pressure is a significant predictor of consumers' intention to drink CBs. Consequently, the social pressure exerted by parents and people involved in a common drinking experience drives the consumer's intention to drink CBs. Thus, the emphasis placed by CB experts among a group of friends on the differences between standardized mass-produced products and craftwork products (e.g. at restaurants, brasseries or beer bars), might be beneficial for increasing the role of SN on intention to drink CBs. Only among the Czech interviewees, a significant and strong relationship between PBC1 and behavioural intent to drink CBs resulted. Probably, the lack of experience of Czech University students in appreciating the qualities of CB products represent a potential barrier to the intention to drink CBs. Thus, people who find it difficult to judge CBs have lower intention to drink this alcoholic beverage. Referring to the previous aspect, no significant impact on behaviour resulted, amongst both Czech and international interviewees.

The findings discussed so far confirm the assumptions of the TPB model on the intention to drink CBs amongst *millennial-aged students* in the whole sample. Nonetheless, we are also interested in the relevance of the two additional constructs: the DUCP (referred to here as uniqueness) and SI.

Referring to the desire for uniqueness, no significant impact on BI resulted, both amongst Czech and international interviewees. There is ample empirical evidence about the desirability of uniqueness in marketing, also for food products (van Trijp and van Kleef, 2008; Favalli *et al.*, 2013; Cardello *et al.*, 2016). Nonetheless, Moskowitz (1994) pointed out that consumers' preferences follow an inverted "U-relationship" between preferences and uniqueness, also known as "uniqueness paradox"; this means that consumers' preferences first increase along with an increasing uniqueness perception until it reach an inflection point (i.e. the optimal level of uniqueness). After this point, the consumer' preference drops down as uniqueness increases because of a growing level of neophobia. Accordingly, with Cardello *et al.* (2016, p. 24), the product's uniqueness should be contextualized to each specific target population; socioeconomic, cultural and traditional aspects can affect the ideal level of a product's uniqueness, thus activating or not the BI. The finding highlights how the desire for uniqueness is neither relevant in the decision of drinking CBs for Czech, nor for international *millennial-aged students*. In this light, it will be interesting to study, which and how sensory attributes, brand images and packages could be modified to evoke the perception of uniqueness in CB consumers, without falling into the "uniqueness paradox". In accordance with previous studies, SI is one of the major predictors of consumers' intention to drink CBs both for the Czech and for the international sample (Smith *et al.*, 2007; Gardner *et al.*, 2012). In agreement with Stets and Burke (2000), the results highlight the willingness of consumers to affirm their self-perception as craftwork-product-consumers (hereinafter "craft-consumers"). The fact that the role of SI on CB consumption is mediated by consumers' intention to drink CBs, highlights that the self-verification of *millennial-aged students* as CB consumers requires a systematic processing of information

and planning of behaviour. Thus, this process is cognitive in nature, and Czech and international *millennial-aged students* consume consistently with their sense of self as craft-consumers (Campbell, 2005).

6. Conclusion

The purpose of this investigation was to explore what motivates Czech and international *millennial-aged students* to consume CBs, and if different consumption patterns exist between Czech and international University students. The specific consumer target considered is relevant given that they potentially will transit into higher-paying jobs than others millennials. Moreover, the findings of this study contribute to advancing research on *millennial-aged students*. This investigation has illustrated how the modified TPB model is useful for predicting drinking CBs amongst *millennial-aged students*. The findings reveal that no significant differences between consumption patterns of the Czech and international samples exist. Significantly, in this study the sense of self as "craft consumer" is the main driver of the intention to drink CBs amongst university students. This means that *millennial-aged students* build their identity also through food choices, thus trying to free themselves from the over-protectionism of their *helicopter parents*. The findings reveal that university students, who enjoy the taste of CBs and perceive the experience to drink CB as pleasant and healthy, have a stronger intention to drink CBs. In addition, the consumption of this beverage amongst *millennial-aged students* occurs to satisfy personal expectations (i.e. ATTs), and expectations of peers or other valuable people.

6.1 Managerial implications

From a practical perspective, the findings reveal common consumption patterns amongst *millennial-aged students*. This means that breweries must think of this cohort of millennial as a unique specific target of consumer independently of their origin. They are more open-minded given their higher educational levels and more interconnected. Frequently they are "food-pornographers" that use Instagram both for commenting their food experiences and collecting information before living a new food experience. For *millennial-aged students* physical distances do not exist; which means that they use the internet to buy those food products that allow them to satisfy their needs, including their rising desire to form their SI. Thus, using our findings strategically, craft breweries could reinforce the association of CBs with strong social stereotypes, through effective advertisements and organizing relevant social events to stimulate consumption of CBs among *millennial-aged students*. Because of the specific profile of the target, a well-planned use of social networking and online media might represent an incentive to tasting experiences, as well as to spread the knowledge and the culture of CBs, leading this specific consumer target to understand the quality features of this alcoholic beverage. To overcome the need of control over the BI to drink CBs, a "like" online in a social network, which is a widespread reputation mechanism amongst *millennial-aged students*, represents an incentive able to fill this gap. Because of the importance of SI, craft breweries should reinforce this concept in label information, label imagery and packaging design to stimulate the self-perception as craft-consumers, amongst *millennial-aged students*. Doing so will be very important in identifying how to arouse the sense of self as "craft consumer" and the sense of the product's uniqueness avoiding the pitfalls of the "uniqueness paradox" (Moskowitz, 1994).

6.2 Strengths and limitations

Despite the rising importance that craft beers have had in recent time, there is a lack of studies about which factors affect consumers' behaviour, towards this alcoholic beverage.

This study provides a contribution to the literature, casting new light on ATTs and motivations, behind the decision-making process of a specific CBs consumer target: *millennial-aged students*. Various limitations are acknowledged in the present study. One of them is the potential for bias inherent in a relatively small number of participants (i.e. Type 2 errors). For this reason, further information collection would allow to increase the data set to re-confirm *H5* and *H7*. Further updated data and the adoption of random sampling to produce generalizable findings could certainly strengthen the outcomes. Notwithstanding these limitations, the Czech and international samples were parsimonious and mutually comparable for their sociodemographic characteristics. This study, which constitutes the first exploration on the motives and characteristics of *millennial-aged students*'s CB purchasing and consumption behaviour, provides useful insights into the field of handcrafted food products, as well as theoretical implications.

6.3 Research recommendations

The findings reveal that no significant differences between Czech and international's sample consumption patterns exist. Future work should gather data not only from countries characterized by the same culture on beer consumption (e.g. Germany and Austria) but also including countries in which the consumption of beer per capita is such that they can be defined as "light beer drinkers" (e.g. Turkey, Italy, Greece and France), to reinforce actual findings. This investigation has illustrated that the desire for uniqueness is not relevant for *millennial-aged students*. In this light, it will be interesting to study, which and how sensory attributes, brand images and packages could be modified to evoke the perception of uniqueness in CBs consumers, without falling into the "uniqueness paradox".

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