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## **Building Consumer Place Loyalty And Brand Loyalty: An Assessment Of The Microbrewery Taproom Experience**

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BUILDING CONSUMER PLACE LOYALTY AND BRAND LOYALTY: AN ASSESSMENT OF THE  
MICROBREWERY TAPROOM EXPERIENCE

by

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## DEDICATION

To Keyara – without you this dream of mine would not have come to fruition. I cannot begin to express how grateful I am to have you in my life and by my side. This has been an interesting journey and we have only just begun. Thank you for all of your love, support and patience.

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## ABSTRACT

One of the most successful industries of the last few decades in the U.S. is the craft beer industry. Past studies have suggested that the neolocalism movement, the growing desire of people to reconnect with local communities, is one of the main drivers for the success of this industry. Likewise, studies have suggested that individuals who visit microbrewery taprooms do so for various reasons. Although studies have discussed the importance of the neolocalism movement and the motivations behind visiting taprooms, it is still unclear how consumers' perceptions of the microbrewery taproom experience influence behaviors such as attachment or loyalty.

The purpose of this study was to investigate how consumers' microbrewery taproom experiences can influence their feelings of attachment to place and/or brand, and if these feelings of attachment subsequently influence consumer loyalty. Guided by theories of consumer behavior primarily rooted in attitude theory, consumer value theory, relationship theory and attachment theory, a conceptual model was developed for testing the hypothesized relationships between neolocalism, experiential value, relationship quality, place attachment and brand attachment, and place loyalty and brand loyalty.

Overall, results provided support for several of the hypothesized relationships in the conceptual model. More specifically, the findings of this study indicate that microbrewery taproom visitors' perceptions of items related to neolocalism and experiential value positively influence their feelings of relationship quality. This leads to positive influences on place attachment and brand attachment, and further loyalty to the

microbrewery brand. Along with this, the results indicate that microbrewery taproom visitors can be split into various groups based on their: level of involvement with craft beer, desire for unique consumer products, desire for authentic experiences, and perceived similarity to others, and multiple differences were found between the groups. These results suggest that by focusing on their connections with local communities and the overall taproom experience, microbrewery operators can potentially increase visitors' feelings of loyalty toward their brand. Likewise, researchers can utilize the results of this study to further assess potential differences between various groups of microbrewery taproom visitors. The study provides a discussion of further implications of the findings, along with future research opportunities.

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## LIST OF ABBREVIATIONS

AVE.....	Average Variance Extracted
CFA.....	Confirmatory Factor Analysis
CFI .....	Comparative Fit Index
CIP .....	Consumer Involvement Profile
CLC .....	Connection with the Local Community
CROI .....	Consumer Return on Investment
DUCP .....	Desire for Unique Consumer Products
EFA .....	Exploratory Factor Analysis
EVS .....	Experiential Value Scale
NFI .....	Normed Fit Index
PAF .....	Principal Axis Factoring
PII.....	Personal Involvement Inventory
PCLOSE .....	p Value of Close Fit
RMSEA .....	Root Mean Square Error of Approximation
SEM.....	Structural Equation Modelling
TLI .....	Tucker Lewis Index
WIS .....	Wine Involvement Scale

## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND, CONTEXT AND IMPORTANCE OF STUDY

##### 1.1.1 NEOLOCALISM & THE RE-EMERGENCE OF PLACE

Recent research and business trends in the U.S. suggests that there is a growing desire amongst people to reconnect with and support local businesses and local products. The local food movement and use of local ingredients by restaurants, the re-emergence of farmers' markets and community-supported agriculture programs, local wineries, as well as the success of the craft beer industry are all examples of this shift (Schnell, 2013). This movement of people seeking more local and authentic experiences, which was first outlined by Shortridge (1996) is referred to as the neolocalism movement. Shortridge (1996) specified that neolocalism refers to the conscious effort of people to develop new, and reestablish or rebuild previous local ties, local identities, and local economies. Furthermore, Shortridge (1996) explains how people have begun to seek out regional lore and local attachment as a reaction to the destruction of traditional community bonds. More recently, Schnell (2013) indicates that these attempts to reconnect have evolved from a vague sense of regional attachment into a combination of movements toward creating more local economies and local identities, in mutual support of the concept of place. Similarly, neolocalism has also been said to represent a conscious effort by businesses to develop a sense of place based on attributes of the community (Holtkamp, Shelton, Daly, Hiner, & Hagelman, 2016).

Relatedly, research has indicated that the homogenizing effects of globalization and corporatization have changed our relationship to place, and the growing reliance on technology has led to placeless communities, that are formed more by common interests, bonds and demographics than by place (Schnell, 2013). The concept of place has been defined as “a meaningful site that combines, location, locale and sense of place” (Cresswell, 2009, p.169). While this is a rather broad definition, Cresswell (2009) provides further explanation of location, locale and sense of place. According to Cresswell (2009), location refers to an exact point in space that has a specific set of coordinates and measureable distances from other locations; more simply, location refers to the ‘where’ of place. Locale refers to the material setting for social relations, or the way a place looks. In this sense, locale includes the buildings, streets, parks and other visible and tangible aspects of a place (Cresswell, 2009). Finally, sense of place refers to the more abstract meanings associated with a place, or the feelings and emotions a place evokes; as such, these meanings can be individual or shared (Cresswell, 2009). Provided these explanations, it can be said that place in the broadest sense is a location that has been given meaning and is home to everyday activity (Cresswell, 2009).

As such, recent studies suggest that we have lost sight of the meanings previously associated with place, and the neolocalism movement indicates how individuals have begun to actively seek out a new sense of place, or a new attachment to place, and more local and authentic experiences (Murray & Kline, 2015; Plummer, Telfer, Hashimoto, & Summers, 2005; Schnell, 2013; Shortridge, 1996). However, it must also be noted that it is not simply locals who are interested in these connections, as tourism literature has also indicated that visitors often seek out local and authentic products and experiences



(Murray & Kline, 2015; Plummer, Telfer, Hashimoto, & Summers, 2006). These attempts to reconnect with local places is directly linked to many consumers' disdain for the globalization, corporatization and homogenization of the U.S. landscape (Flack, 1997; Schnell & Reese, 2003, 2014; Shortridge, 1996). Thus, the term local has taken on renewed vigor and importance in consumers' minds, and the growth of farmers' markets, local food movements, local festivals, and craft breweries are direct results (Schnell, 2013). While each of these examples highlight the influence of the neolocalism movement, craft breweries are potentially the best example of how consumers' desires to reconnect with their local community has spurred a major shift within a larger industry. Thus, the following section will provide a discussion of the craft beer industry and its ties to neolocalism and place.

#### 1.1.2 CRAFT BREWERIES, NEOLOCALISM AND PLACE

One of the most successful industries of the last few decades in the U.S. is the craft beer industry, growing from 537 craft breweries in 1994 to 5,234 craft breweries in 2016 (Brewers Association, 2017). This growth has led to a 21.9% share of the overall beer market and accounted for \$23.5 billion in retail revenue in 2016 (Brewers Association, 2017). The impact of craft beer sales is not just being felt within the beer market though, as craft beer now holds over 9% of the \$211 billion overall alcoholic beverages industry ("Alcoholic Beverages Industry," 2016; Brewers Association, 2015a). However, even as the craft beer industry has seen substantial growth in recent years, researchers have been slow in their investigations into the industry and its consumers. As such, there is still a clear paucity of research, especially within the hospitality and tourism literature, regarding the craft beer industry (Alonso, Sakellarios, & Bressan, 2017;

Murray & Kline, 2015; Rogerson & Collins, 2015). Thus, the current study aims to add to the current literature surrounding the craft beer industry and its relationship to the hospitality and tourism fields.

Prior to investigating this under-researched industry, it is important to first provide an explanation of what a craft brewery is. The Brewers Association indicates that for a brewery to be considered a craft brewery it must be: small, independent and traditional (Brewers Association, 2016a). The Brewers Association (2016a) further explains each of these criteria as follows:

*Small:* Annual production of 6 million barrels of beer or less.

*Independent:* Less than 25% of the craft brewery is owned or controlled (or the equivalent economic interest) by an alcohol industry member that is not itself a craft brewery.

*Traditional:* A brewer that has a majority of its total beverage alcohol volume in beers whose flavors derive from traditional or innovating brewing ingredients and their fermentation. For example, flavored malt beverages are not considered beers.

Furthermore, the Brewers Association indicates that there are four distinct craft brewery segments: microbreweries, brewpubs, contract brewing companies, and regional craft breweries (Brewers Association, n.d.-a). An explanation of each of the previous segments are described below:

*Microbrewery:* A brewery that produces less than 15,000 barrels of beer per year with 75% or more of its beer sold off-site. Microbreweries sell to the public by one or more of the following approaches: traditional three-tier system (i.e., brewer

to wholesaler, wholesaler to retailer, and retailer to consumer); a two-tier system (i.e., brewery acts as the wholesaler and sell directly to retailer, and retailer to consumer); and directly from brewery to consumers through carry-out and/or on-site taproom sales.

*Brewpubs:* A restaurant-brewery that sells 25% or more of its beer that it produces on site. The beer is brewed primarily for sale in the restaurant and bar. Beer is often dispensed directly from the brewery's storage tanks. In states that allow it, brewpubs may sell beer 'to go' and/or distribute to off-site accounts.

*Contract Brewing Company:* A business that hires another brewery to produce its beer. It can also be a brewery that hires another brewery to produce additional beer. The contract brewing company handles marketing, sales and distribution of its beer, while typically having the brewing and packaging handled by another brewery.

*Regional Craft Brewery:* An independent brewery with annual production between 15,000 and 6,000,000 barrels of beer. Most of the volume brewed is in traditional or innovative beer(s) (i.e., beers brewed with the traditional ingredients of hops, barley, water, and yeast and/or beers brewed with these ingredients and other flavor enhancing ingredients).

Many craft breweries often focus heavily on creating a distinctly local theme, and the names and images utilized by them on their labels are well thought out to tie these local themes together (Schnell & Reese, 2014). Craft breweries tend to remain rooted in their local community and foster a local attachment by creating a unique identity, and they primarily depend upon the local community for their success, which often leads to

the breweries becoming a part of the identity of the place (Reid, McLaughlin, & Moore, 2014; Schnell & Reese, 2014). Furthermore, Holtkamp et al. (2016) indicated in their research that consumers can feel like a part of the community by drinking distinctly local beers, and consumers often place a large amount of importance on local imagery. It is partly by focusing on these local themes, connections to local communities and the overall ties to place that have allowed craft breweries to experience their remarkable growth. It is also these ties to place and the focus on local connections that suggest that craft breweries can be considered place-based brands.

Previous research indicates that place-based brands are those brands where place is an integral part of the consumer experience, such as farms, local merchants and wineries (Orth, Stockl, Veale, Brouard, Cavicchi, Faraoni, Larreina, Lecat, Olsen, Rodriguez-Santos, Santini, & Wilson, 2012). Place-based brands have also been described as brands that are differentiated simply based on their geographic place of origin, and as brands that cannot be produced in a different place due to the nature of the specific geography (Cardinale, Nguyen, & Melewar, 2016; Thode & Maskulka, 1998). Such brands as Chateau Montelena and Moët et Chandon have these characteristics. However, drawing from Cresswell's (2009) definition of place, this explanation of place-based brands does not consider the meanings, feelings or emotions that individuals connect to a place. Thus, the current study seeks to extend the understanding of place-based brands to also include these social meanings and aspects of place, such as its history and culture, that provide the place with an identity amongst its residents and visitors (Hede & Watne, 2013; Holtkamp et al., 2016).

In so doing, the current study also aims to build upon recent research that has indicated how consumer experiences with place-based brands can influence their attachment to the place as well as their attachment to the brand, and how these attachments can further influence consumer loyalty toward both the place and brand (Cardinale et al., 2016; Chen & Phou, 2013; Orth et al., 2012). More specifically, the overall goal of this study is to assess if a consumer's experience with a craft brewery (place-based brand) can influence their feelings of attachment to the place and/or the brand, and if these feelings of attachment subsequently influence consumer loyalty. However, given the size of the overall U.S. craft beer industry and the differences between the various craft brewery segments, the current study will focus specifically on microbreweries and even more narrowly on microbrewery taprooms, as microbreweries now account for nearly 60% of all craft breweries (Brewers Association, 2016c). Further discussion of this specific segment of craft breweries will be provided in the literature review; however, the following section will provide a discussion of a key element of microbreweries that has helped this industry segment continue to grow, the microbrewery taproom, as well as a discussion of the visitors to microbrewery taprooms.

### 1.1.3 MICROBREWERY TAPROOMS AND TAPROOM VISITORS

Microbrewery taprooms are the beer producers' equivalent to a winery tasting room, more specifically they are an on-site retail space where breweries can sell their beers by the glass directly to consumers (Watson, 2016a). However, prior to discussing the impact of taprooms on the growth of and sales at microbreweries, it is important to first discuss alcohol distribution policies. In the U.S., alcohol is distributed via the three-tier system, which requires that breweries sell to wholesalers, who then sell to retailers or

other wholesalers, and these retailers then sell to consumers (Tamayo, 2009). While the original purpose of the system was to keep the brewer entirely separated from the retailer, it has been modified over-time, first to allow breweries with limited capacities to sell direct to retailers and not to wholesalers first, and more recently to allow breweries to sell direct to consumers via taprooms (Brewers Association, 2015b; Tamayo, 2009).

However, it is important to further note that these changes occur at the state level, and not all states have moved at the same pace. It was not until July 2017, that all 50 states had adopted new laws allowing breweries to sell directly to consumers via taprooms (Brewers Association, n.d.-b). Furthermore, even as all 50 states now allow direct to consumer taproom sales, the laws are not the same, as some states have restrictions on the amount of beer that can be sold to consumers through microbrewery taprooms (Brewers Association, n.d.-b).

While this may not appear to be a major concern at first, these regulations are potentially impeding the growth and success of microbreweries all over the country, considering that there are over 3,100 microbreweries in the U.S. all fighting with one another and with the 2,000-other craft and non-craft breweries for shelf or cooler space at retail and foodservice outlets. Further, most wholesale and retail distributors often represent multiple brands, thus, distributors may not make the best salesmen for every brand (Tamayo, 2009). These regulations can also have especially negative impacts on new breweries and specifically new microbreweries, as they try to get products to their consumers and try to raise capital so that they can grow and scale up their production (Tamayo, 2015). However, even if there are potential limitations on direct to consumer sales at taprooms, recent reports have provided positive news for brewers. Specifically,

Probrewer (2016) points out that any beer that is sold on-site can be sold at retail prices, which can equate to more than a 300% profit margin, and Watson (2017a) indicates that taprooms in 2016 sold roughly 2.3 million barrels of beer. While this information is good news for brewers and taproom managers, it is also important to discuss the people that are partly responsible for this growth, craft beer drinkers.

Past studies have indicated that most U.S. self-identified craft beer drinkers tend to be white (non-Hispanic), aged 21-49, college educated, and earning a minimum annual income of \$50,000 (Clarke, 2012; Murray & O'Neill, 2012). However, it is important to note that not all visitors to microbrewery taprooms consider themselves craft beer drinkers. Similarly, it is also important to note that although past studies have discussed the importance of neolocalism to the craft beer industry and local consumers of craft beer, neolocalism and especially consumer desires for more authentic experiences has also led to more people traveling to taste new beers (Howlett, 2013; Schnell & Reese, 2003). These people who are traveling to breweries, beer festivals and beer shows to taste beer and experience the attributes of different beer regions are considered beer tourists (Plummer et al., 2005). Thus, there is a growing body of literature focusing on the differences between those individuals who consider themselves craft beer drinkers and those who don't, as well as between local and tourist microbrewery taproom visitors.

One recent study by Kraftchick, Byrd, Canziani, and Gladwell (2014) focused specifically on tourists who visited North Carolina microbreweries, and found only 36.7% of the tourists considered themselves as beer-focused tourists. Similarly, Murray and Kline (2015) conducted a study of both local and tourist taproom visitors in rural North Carolina and found that visitors' self-reported beer enthusiasm status could be used

as a segmentation variable to assess differences in satisfaction and loyalty. Results of this study showed that respondents who claimed to be beer enthusiasts indicated higher levels of satisfaction, loyalty, and desire for more unique consumer products than those who were not beer enthusiasts (Murray & Kline, 2015). Previous studies on winery visitors and wine drinkers have indicated that enthusiast status is closely tied to consumer product involvement (Dodd, Pinkleton, & Gustafson, 1996; Charters & Ali-Knight, 2002), and these studies have also suggested that assessing consumers' level of involvement with wine can be useful in determining differences between various consumer segments.

Thus, drawing on the findings from Kraftchick et al. (2014) and Murray and Kline (2015), a more recent study by Taylor, Jr. and DiPietro (2017) conducted an online survey, utilizing consumers' craft beer involvement and variety seeking behaviors to assess the differences between visitors to microbrewery taprooms. While the authors did not consider differences between residents and tourists, results of this study indicated that respondents could be split into two segments: low-involvement/variety seeking and high-involvement/variety seeking. Furthermore, follow-up analyses indicated that these two groups differed significantly in their motivations for visiting microbrewery taprooms, as well as in their willingness-to-pay price premiums and to have repeat patronage intentions.

While previous studies regarding microbrewery taproom visitors and craft beer drinkers have provided limited insight into this booming industry and its consumers, there is still a paucity of research (Alonso et al., 2017; Murray & Kline, 2015). Particularly, even as previous research has discussed the importance of neolocalism to craft breweries and local consumers, as well as the growth of beer tourism and the



impacts of tourists' taproom experiences, there is limited research into how perceptions of neolocalism aspects influence consumers' feelings of satisfaction and trust (i.e., relationship quality) and subsequent feelings of attachment or loyalty. Furthermore, previous studies have yet to consider the potential influence that visitors' experiences and perceptions of experiential value at microbrewery taprooms have on their feelings of satisfaction and trust (i.e., relationship quality) and subsequent feelings of attachment and loyalty toward the places where the microbreweries are located and toward the microbrewery brands themselves. There is also a lack of research assessing consumers' desires for local, unique or authentic beers and experiences and the potential influences these desires have on the microbrewery taproom experience. Therefore, the current study aims to address these gaps and further inform the literature. The following section will outline the specific aims, objectives and research questions of the current study.

## 1.2 AIMS, OBJECTIVES AND RESEARCH QUESTIONS

The overall purpose of this study is to investigate how consumer's microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand, and if these feelings of attachment subsequently influence consumer loyalty (i.e., place loyalty and brand loyalty). The decision to utilize microbrewery taprooms as the specific context in this study is related to their direct connections with neolocalism and the ties that neolocalism has with connecting a brand to the place in which it resides (Holktamp et al., 2016; Schnell, 2003). Relatedly, the overall microbrewery industry has seen tremendous growth in recent years, but remains an under researched area within the food and beverage and tourism literature. As such, the current study aims to provide greater insight into this growing industry and to assess

the relationships between various constructs that have not been tested together or in the context of the microbrewery taproom experience. Furthermore, the current study aims to build on previous studies of craft beer drinkers and microbrewery taproom visitors, by assessing differences between various groups of visitors. In order to achieve the goals of the current study, the following research questions were utilized to guide the study:

- 1) To what extent do visitors' perceptions of their microbrewery taproom experiences influence their relationship quality with the microbrewery taproom?
- 2) To what extent does visitors' relationship quality with the microbrewery taproom influence their place attachment and brand attachment?
- 3) To what extent do visitors' place attachment influence their brand attachment, place loyalty and brand loyalty?
- 4) To what extent do visitors' brand attachment influence their place loyalty and brand loyalty?
- 5) To what extent do visitors' place loyalty influence their brand loyalty?
- 6) To what extent do these relationships differ between various consumer segments?

### 1.3 ASSUMPTIONS FOR THE STUDY

A major assumption of the current study that must be addressed is related to consumer segmentation. While past research has suggested that visitors to microbrewery taprooms differ in multiple ways, especially in terms of local vs. tourist status, and involvement with craft beer, it is possible that in the specific context of this study that the demographic and psychographic profile of respondents could be homogenous. However, given past research regarding craft beer drinkers and microbrewery taproom visitors, it is

assumed that participants in the study differ, thus various consumer segments will be apparent.

Further assumptions of the study relate to the understanding of neolocalism, place and brand relationships, and place-based brands. More specifically, as previous studies have suggested that craft breweries rely heavily on neolocalism and their ties to local communities, it may be expected that the breweries under investigation would be actively engaged in neolocalism behaviors and business practices. However, given the size of the industry and results of previous studies by Schnell and Reese (2003, 2014) and Holtkamp et al. (2016) it is assumed that it is possible that not all breweries in the current study are fully engaged in neolocalism behaviors or business practices. Similarly, as the current study also seeks to extend the understanding of place-based brands to additionally include the social aspects related to place, such as its history and culture, it is assumed that not all breweries in the current study will fit this conceptualization as consistently as others.

Another assumption of the current study is tied to the overall attitude theory framework that frames the study. This framework will be discussed in greater detail in the literature review; however, the general framework of the current study follows a cognitive – affective – behavioral sequential process (Bagozzi, 1992). In this sense, the cognitive portion relates to appraisals (i.e., perceptions) of experiences that are regarded as outcome-desire fulfillment. Such an experience indicates that an individual has achieved a goal or has had a pleasant experience that leads to feelings (affective) of satisfaction, pleasure or joy (amongst other possible positive affective responses), which can subsequently lead to further behavioral responses (Bagozzi, 1992).

Relatedly, even as all the constructs and variables in the current study are guided by previous research and theoretical frameworks, it is possible that the proposed relationships between constructs/variables may not be supported. While these constructs and variables, and their relationships have been assessed in multiple contexts, this is the first study utilizing some of them within the area of microbrewery taprooms, and as such it is possible that not all relationships will be supported in the current context. However, as this study is guided by well-established theories and theoretical frameworks, it is assumed that the proposed relationships in the current study will be supported.

#### 1.4 LIMITATIONS AND DELIMITATIONS OF THE STUDY

This study has multiple limitations that need to be addressed. One of which is the lack of generalizability across craft brewery segments, as well as amongst similarly sized microbreweries in different regions and states. The current study took place within two tourist destinations in the Southeastern U.S., and therefore the findings cannot be generalized to all visitors of all microbrewery taprooms.

A second limitation of this study is that there are a number of factors affecting consumers' reasons for visiting the microbrewery taprooms that were not controlled for. Specifically, the study did not assess any motivational aspects that led consumers to the specific taprooms or any expectations that they held prior to their visit. Similarly, while the study took place during normal operating hours for the multiple microbrewery taprooms that were utilized in the current study, considering that some operations held differing hours, it is possible that the study did not capture the most representative sample of the typical consumers. However, the choice to use specific hours during which all operations were open has also been set as a delimitation of the study, to provide a focused

understanding of the individuals who were patronizing the operations during those hours. Relatedly, given the specific context of this study, microbrewery taprooms, it is assumed that participants in the study were imbibing alcoholic beverages, which potentially influenced their responses in a manner that may not be reflective of their perceptions/behaviors in a situation where they had not been doing so. However, the decision to specifically survey consumers during earlier hours in brewery operations has also been set as a delimitation of the study, to provide a focused understanding of a specific group of individuals and to minimize the impact that drinking may have had on responses.

Another limitation is related to the specific focus of this study on consumers and their perceptions and behaviors. While the study aims to assess various consumers and consumer groups, it does not consider the specific perceptions or behaviors of owners or other stakeholders of microbrewery taprooms

This study also had other specific delimitations, which were set in place to limit the scope of the research. The first delimitation is the use of microbreweries, as discussed previously, microbreweries are just one segment of craft breweries; however, they are the most popular form and tend to rely on sales via taprooms to alleviate some of the financial stresses that come with scaling output and distribution.

Another delimitation of the study is the specific selection of literature from various fields and disciplines that has been used to guide the current study. Literature on consumer behavior, food and beverage operations, place and brand influences covers a wide range and has been approached from various disciplines. The current study utilizes

supporting literature from hospitality and tourism, consumer psychology, consumer behavior, marketing, and geography to inform and guide the research.

A further delimitation of the current study is the use of a quantitative research methodology for data collection. It would also have been appropriate to investigate the relationships in this study utilizing a qualitative approach such as in-person interviews or focus groups. However, given that one goal of the current study was to assess the relationships between multiple latent variables, and to make inferences about consumers visiting a specific segment of craft breweries, a quantitative approach was more appropriate and thus was chosen for the current study (Creswell, 2009).

The following section will define the primary terms that will be found throughout the study. Following that is a comprehensive summary of the introduction to this study.

### 1.5 DEFINITION OF TERMS

The following terms are defined for use in this study:

- 1) *Craft Brewery*: The Brewers Association explains that for a brewery to be considered a craft brewery it must: have an annual production output of less than six million barrels; not have more than 25% ownership by an alcohol industry member that is not a craft brewery; have the majority of its total beverage alcohol volume in beers whose flavors derives from traditional or innovative brewing ingredients (Brewers Association, 2016a).
- 2) *Microbrewery*: A brewery that produces less than 15,000 barrels of beer per year with 75% or more of its beer sold off-site. Microbreweries sell to the public by one or more of the following approaches: traditional three-tier system (i.e., brewer to wholesaler, wholesaler to retailer, and retailer to consumer); a two-tier system

- (brewery acts as the wholesaler and sells directly to retailer, and retailer to consumer); and directly to consumers through carry-out and/or on-site taproom sales (Brewers Association, n.d.-a).
- 3) *Microbrewery Taproom*: Like a winery tasting room, the taproom provides a retail venue where breweries can sell beer directly to consumers through carry-out and/or on-site sales.
  - 4) *Neolocalism*: Neolocalism is one of the major reasons for the success of the craft beer industry and relates to a growing desire and intentional pursuit of reconnecting with local communities and surroundings (Flack, 1997; Schnell & Reese, 2003). Furthermore, neolocalism relates to the deliberate seeking out of regional lore and local attachment by individuals as a delayed reaction to the destruction in modern America of traditional bonds to community and family (Shortridge, 1996).
  - 5) *Place Attachment*: Place attachment is an affective bond or emotional connection of an individual to a specific location or environment (Hidalgo & Hernandez, 2001).
  - 6) *Brand Attachment*: Refers to a more long-term commitment-inducing bond between a consumer and a brand, that can also result in feelings of regret or sorrow when a brand or object is no longer present or available (Esch, Langner, Schmitt, & Geus, 2006).
  - 7) *Consumer Loyalty*: A consumer's commitment to rebuy or repatronize a preferred service provider consistently in the future (Oliver, 1999).

- 8) *Relationship Quality*: Refers to a consumer's perceptions of how well their relationship with a service provider fulfills their expectations, predictions, goals and desires (Crosby, Evans, & Cowles, 1990; Jarvelin & Lehtinen, 1996; Wong & Sohal, 2002). Relationship quality is conceptualized as a higher-order construct, composed of satisfaction and trust (Crosby et al., 1990; Kim, Lee, & Yoo, 2006).
- 9) *Satisfaction*: Refers to the degree to which a consumer believes that interactions between themselves and the service provider evokes positive feelings, or meets the consumer's expectations (Jin et al., 2013; Rust & Oliver, 1994).
- 10) *Trust*: Refers to a consumer's level of confidence in a service provider's integrity and reliability (Moorman, Zaltman, & Desphande, 1992).
- 11) *Experiential Value*: Refers to perceptions based on interactions involving either the direct use or appreciation of products or services (Mathwick, Malhotra, & Rigdon, 2001).

## 1.6 CHAPTER SUMMARY

The craft beer industry is continuing to grow in the U.S. and as more states begin to modify their regulations regarding sales via taprooms, it will be important to see what kind of influence taproom visits have on consumer behavior. This will be even more important in a time where consumers are indicating a greater desire for locally oriented, authentic and valuable experiences, along with great products and services (Pine & Gilmore, 1998; Shortridge, 1996; Sims, 2009). Thus, the purpose of this study is to investigate how consumer's microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand, and if these feelings of attachment subsequently influence consumer loyalty. Results of this



study will provide practitioners and academics further understanding of how the overall microbrewery taproom experience influences visitors' perceptions and subsequent consumption behaviors and loyalty. More specifically, results will provide practitioners with a better understanding of the various consumer segments that are visiting their taprooms and how these segments differ in their perceptions and loyalty. Relatedly, results will provide academics with a better understanding of the relationships between the various theoretical constructs that are guiding this study. This first chapter has introduced the terms and topic of the proposed study and the overall aims, objectives and underlying research questions; thus, the next chapter will review the relevant literature and the underlying theoretical frameworks guiding the research. The next chapter will also present hypotheses and model development for the current study.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The following chapter reviews the relevant literature, discusses the variables being examined, the relationships between the variables, and the underlying theoretical frameworks guiding the current study. The literature review contains multiple sections that follow a sequential process, starting with a discussion of the U.S. craft beer industry and craft breweries as a part of the overall food and beverage industry, leading into a discussion of microbreweries as place-based brands. Next, information about microbrewery taproom experiences and the growing industry of beverage tourism is presented. Following this are explanations of the independent and dependent variable concepts and constructs that comprise the proposed conceptual model and the relationships between those variables. This is followed by discussions of the consumer segmentation and the segmentation variables that will be used to assess differences between groups. Following is a section outlining the theoretical framework and supporting theories/frameworks that are guiding the current study. Finally, a discussion of the development of the study's hypotheses and conceptual model is provided prior to a summary of the chapter.

#### 2.2 U.S. CRAFT BEER INDUSTRY AND CRAFT BREWERIES

The American craft beer industry has seen tremendous growth since the 1980s, growing from 14 craft breweries in 1983 to 5,234 in 2016 (Brewers Association, 2017;

Elzinga, Tremblay, & Tremblay, 2015). Craft breweries now comprise roughly 98.7% of all breweries operating in the U.S. (5,301 in total), and this has led to a 21.9% share of the overall \$107.6 billion U.S. beer market, or roughly \$23.5 billion for craft breweries in 2016 (Brewers Association, 2017). However, the impact is not being felt solely in the beer market, as craft breweries contributed \$55.7 billion (direct and indirect) in total economic impact in the U.S. in 2014 (Brewers Association, 2015b). Furthermore, when it comes to beer sales, there are at least three main numbers that must be taken into consideration, off-premise sales (i.e., sales at grocery, convenience and liquor stores), on-premise sales (i.e., sales at restaurants and bars) and own-premise sales (i.e., sales at the brewery). Recent analyses indicate that off-premise sales comprise more than 80% of the overall beer sales, while this number drops to roughly 65% for craft beer specifically (Watson, 2016b). The remaining 35% of craft beer sales is broken up between on-premise, roughly 25.6%, and own-premise, roughly 9.4% (Watson, 2017a, b). This indicates major implications for the overall food and beverage industry, especially as consumers have been indicating a growing desire for more craft beers on menus (Borchrevink & Susskind, 1998; Herz, 2016a; Mintel, 2016b; Murray & O'Neill, 2012; Watson, 2016a, b).

Recent industry studies have also indicated that consumers are not just looking for more beer on menus, rather they have some specific desires for the beers that restaurants and bars serve (Herz, 2016a; Mintel, 2016b). More specifically, these studies indicate that most consumers who drink craft beers at restaurants and bars place a high level of importance on the following: beer served on draft, beer that complements food, and locally produced beer (Herz, 2016a; Mintel, 2016b; Watson, 2015). Relatedly, a recent

industry report indicates that more breweries are starting to place a stronger emphasis on food, to draw in and entice consumers to stay longer (Mintel, 2016a). However, it is not just food that breweries are adding to their repertoire, as recently two craft beer companies, Stone Brewing and Brew Dog each announced plans to open brewery hotels in 2018 (Kaufman, 2017). While it is not clear if these hotels will be successful, recent research indicates that consumers are actively engaging in beer tourism (Kraftchick et al., 2014; Murray & Kline, 2015). Beer tourism has been defined by Plummer et al. (2005) as tourism that involves visiting breweries, beer festivals and beer shows to taste beer and experience the attributes of a specific beer region. Relatedly, as beer tourism has become more popular amongst consumers, Travelocity released a beer tourism index in 2016 that was developed in partnership with the Brewers Association, providing top-20 rankings for both the best large and small metro areas for beer tourism in the U.S. (Herz, 2016b). The index utilized multiple criteria when determining the best destinations for a successful “beercation” including: location of breweries, availability of rideshare services, accessibility via air, and average cost of lodging (Travelocity, 2016).

Given the overall impact of the craft beer industry and the future potential impact that it may have on the food and beverage and tourism industries, it appears the future of craft beer is bright; however, some industry experts are not so certain. Even as the overall craft beer industry continues to expand, and revenues continue to grow year over year, annual revenue growth from 2011-2016 was 20.6%, experts expect future revenue growth to slow and drop closer to 4% from 2016-2021 (Del Buono, 2016). Partially to blame for this expected decline in growth of sales year over year is the number of new breweries entering the market, which have caused the growth of larger craft brands such as Sierra

Nevada and Boston Beer Company to slow. However, the increased competition has provided some bright spots, especially as much of the growth that is still occurring in the industry is coming from mid- and small-tier microbreweries or what some experts are calling local microbreweries (Del Buono, 2016).

While the growth of local microbreweries might come as a surprise to some of the larger craft breweries, research suggests that this should be expected. More specifically, previous studies have indicated that one of the main factors that has contributed to the growth of the craft beer industry is the neolocalism movement (Reid, McLaughlin, & Moore, 2014). Shortridge (1996, p.10) defines neolocalism as the “deliberate seeking out of regional lore and local attachment by residents (new and old) as a delayed reaction to the destruction in modern America of traditional bonds to community and family.”

Drawing from the work done by Shortridge (1996), several studies have shown that consumers have begun to actively seek out more local and authentic experiences that help foster a feeling of place attachment (Flack, 1997; Murray & Kline, 2015; Plummer et al., 2005; Schnell, 2013; Schnell & Reese, 2003).

The emergence of neolocalism and the desire to reconnect with place can also be seen with the increased popularity of farmers’ markets, the rise of buy-local movements, and the slow food and local food movements happening in restaurants (Reid et al., 2014). This is further supported by Schnell’s (2013) assertion that these attempts to reconnect have evolved from a vague sense of regional attachment into a combination of movements toward creating more local economies and local identities, in mutual support of place. Flack (1997) indicated craft breweries represent a rejection of national and regional culture, in favor of something more local. Similarly, Schnell and Reese (2003)

contend that craft breweries purposefully cater to these desires for connection through specific marketing strategies that emphasize distinctiveness and a local identity. The authors further suggest that craft breweries are a response to the overwhelming homogeneity of popular culture, and the increased desire of people to reconnect with their local communities, setting, and economies (Schnell & Reese, 2003).

Relatedly, these locally oriented operations and outlets, such as the farmers' markets, local artisan merchants and craft breweries that exist within a particular place are representative of a new type of place-based brands. Place-based brands refer to brands where place is an integral part of the experience (Orth et al., 2012), and previous studies have suggested that these brands are differentiated simply based on their geographic place of origin (Cardinale et al., 2016; Thode & Maskulka, 1998). This implies that the products created by these brands cannot be produced in a different place, as they are reliant on the nature of the specific geography (i.e., French Bordeaux wine, French champagne or Mexican tequila) (Cardinale et al., 2016; Thode & Maskulka, 1998). However, these studies have failed to consider the role of the social aspects of place, such as its history and culture, that provide a sense of place identity amongst residents and visitors as well. Thus, the following section provides a discussion of how craft breweries, and more specifically locally oriented microbreweries that focus their marketing, branding and the stories behind their brand and products on the history, culture and identity of the place of origin, can also be considered place-based brands.

### 2.3 MICROBREWERIES AS PLACE-BASED BRANDS

Previous studies of place-based brands have focused on agricultural products and wine (Cardinale et al., 2016; Orth et al., 2012; Thode & Maskulka, 1998). Thode and

Maskulka (1998) indicated that these products can be differentiated based on a unique attribute, the geographic origin. The authors further note that if the geographic origin can impart a quality differentiation, this provides the producer an attribute that may not be possible to replicate. Orth et al. (2012) provide a less specific understanding of place-based brands, as brands where place is considered an integral part of the experience. Cardinale et al. (2016) rely on Thode and Muskulka's (1998) explanation of how a typical wine cannot be produced in a different place from its origin and thus indicate that wineries are seen as place-based brands. However, the authors also cite previous studies of wineries that offer a slightly different explanation of how wineries are tied to specific regions or places. More specifically, studies by Scherrer, Alonso, and Sheridan (2009) and Williams (2001) indicate that the experiences visitors have at a winery are related directly to the region, the landscape, the typical products from that area and the culture of the area. Cardinale et al. (2016) further note that in their study, the experience of visiting a winery is interpreted as an experience of the place in which the winery is located. However, even as the authors cite studies that suggest that part of the experience is also tied to the culture of the area, they do not consider how that culture may also tie the brand to the place.

This indicates that previous studies may not be fully assessing the various ways that brands can be tied to a place and thus be considered place-based brands. Especially when considering the discussion from the previous section of how the neolocalism movement has driven the success of microbreweries. As noted previously, studies have suggested that the neolocalism movement is a direct response to consumers' growing disdain for how the homogeneity of globalization and corporatization have changed

people's relationship to place (Flack, 1997; Schnell, 2013). Consumers have started to actively seek out a new sense of place and attachment to place by reestablishing and rebuilding local ties, identities and economies (Murray & Kline, 2015; Plummer et al., 2005; Schnell, 2013; Shortridge, 1996). Recognizing these growing consumer desires, microbreweries tend to emphasize local identities and distinctiveness through targeted marketing and branding strategies that rely on the history and culture of their place of origin (Holtkamp et al., 2016; Schnell & Reese, 2003). Brewers recognize that by focusing the branding, naming and marketing of their brands and products on the local history, heroes, stories and folklore of a location, they can create a closeness with consumers (Flack, 1997; Hede & Watne, 2013; Schnell & Reese, 2003). Schnell and Reese (2003) also note that brewers recognize that relying on these ties to the local place that are well recognized by residents, they can foster a further sense of place or place attachment, and this also provides them a story to tell the uninitiated visitor or tourist to the area. While it could be said that the specific beers produced by microbreweries could be replicated in a different physical location, it could be argued that the concept of place is an integral part of the experience and the brand.

Furthermore, studies on microbreweries and craft beer in general have noted that their success is undoubtedly driven by consumers' demand for local beers. In a recent report by Nielsen, 86% of craft beer drinkers say they are bigger fans of local beers over other craft beer options ("For American Beer Drinkers," 2016). Similarly, Schnell and Reese indicate that the success of microbreweries is tied to supporting the local community, and about "drinking beers produced in your own backyard or getting a taste from somebody else's backyard" (2003, p.53). This notion is further supported by Reid et



al. (2014), who found that the craft beer industry resonates with consumers who are interested in purchasing food and beverages that are locally made, with local ingredients, by residents and people with a vested interest in the local community.

Along with their connection to place, many microbreweries rely on sales within the taproom for growth, building their brand and sustained success (Watson, 2016a, 2017a). Taprooms not only allow consumers to try beers and interact with the brewers to learn about the beer or hear the stories behind the brand and beers (Kraftchick et al., 2014; Morgan 2013; Tamayo, 2009), but they also offer breweries a chance to provide consumers with an enjoyable experience that can help in building consumer loyalty and behavioral intentions (Murray & Kline, 2015). Thus, the following section will discuss studies related to microbrewery taprooms, the growing importance of providing consumers with experiences they will value, and information on how to assess the experiential value of the microbrewery taproom experience.

## 2.4 MICROBREWERY TAPROOM EXPERIENCES

As previously discussed, all 50 U.S. states allow the three-tier system for beer sales, which requires breweries to sell to wholesalers, who then sell to retailers, and then retailers sell to consumers (Tamayo, 2009); however, some states also allow breweries to utilize a two-tier system where breweries act as the wholesalers and sell directly to retailers. The multiple distribution channels in these systems often create barriers for new or smaller breweries to get their products to consumers and given that most distributors and retailers represent multiple brands they may not always be the best salesmen for any one specific brand (Tamayo, 2009). However, as of July 2017, all 50 states in the U.S. have adopted laws that provide breweries the opportunity to obtain separate licenses that

allow for direct to consumer sales via taprooms inside the brewery (Brewers Association, n.d.-b).

Taprooms not only provide breweries a chance to increase initial income while scaling up production and establishing distribution, they also allow breweries to gain instant feedback, and provide opportunities to create relationships with local consumers (Tamayo, 2009). Taprooms provide breweries the opportunities to build relationships through face-to-face interactions with their consumers, often these interactions can be educational for the consumers, where they can tour the facilities and learn more about the brewing process and new beers, from the brewers themselves (Morgan, 2013). Relatedly, a recent study of tourists visiting microbrewery taprooms in North Carolina found that the top five reasons for visiting were: “to taste new beer,” “to experience North Carolina beer,” “to increase my beer knowledge,” “so I can be with family/friends,” and “to buy beer” (Kraftchick et al., 2014). Furthermore, the authors found that the top two factors influencing tourists’ motivations to visit the taproom were “the craft brewery experience” and “enjoyment”. This resembles recent findings within the food and beverage industry that indicate today’s consumers increasingly desire experiences along with quality goods and services when they dine out (Chua, Jin, Lee, & Goh, 2014; Jin et al., 2013; Wu & Liang, 2009).

While the study by Kraftchick et al. (2014) indicated the importance of the overall experience and enjoyment, which have been highlighted in previous studies by Chua et al. (2014), Jin et al. (2013) and Wu and Liang (2009), the study also focused specifically on tourists and on a growing area of food and beverage tourism, beer tourism. Thus, the following section will provide a discussion of previous studies in food and beverage

tourism, the growing area of beer tourism, and wine tourism which has been studied at greater length. That is followed by a discussion of relevant constructs that were assessed in the current study, prior to a discussion of the theoretical framework and theories guiding the current study.

## 2.5 FOOD AND BEVERAGE TOURISM

Even though food and drink have been long considered important components of the tourism experience, academics did not conduct much research on their influence until the late 1990's and early 2000's (Charters & Ali-Knight, 2002; Hall & Macionis, 1997; Dodd & Bigotte, 1997; Plummer et al., 2005). As noted by Telfer and Wall (1996), food can be considered an input of, as well as an attraction to tourism destinations. In this sense, food (and beverage) has matured into a niche tourism market (Kivela & Crotts, 2006; Okumus, Okumus, & McKercher, 2007), with many destinations now promoting themselves as centers of food and culture while utilizing food and beverage products and experiences as attractions (Robinson & Getz, 2013). This has become increasingly important for the economies of tourism dependent destinations (Hong, Fan, Parlmer, & Bhargava, 2005), especially as dining out is amongst the highest expenditures for tourism worldwide (Rong-Da Liang, Chen, Tung, & Hu, 2013).

Research has suggested that food consumption is a significant driver of memorable experiences (Lashley, Morrison, & Randall, 2003) and has also been recognized to positively influence tourists' experiences of a destination, along with generating satisfaction toward tourism experiences (Kivela & Crotts, 2006; Wolf, 2006). Ottenbacher and Harrington (2013) note that food provides a medium for the expression of local culture and can connect tourists with a destination's unique way of life, thus

serving as a cultural artifact and an important destination attribute. Furthermore, Karim and Chi (2010, p. 532) provide the following definition for food tourism, “people travel to a specific destination for the purpose of finding foods.” Relatedly, beverage tourism implies that people travel to experience and enjoy a certain beverage type (Plummer et al., 2005).

Numerous studies have suggested that food and beverage tourists fall somewhere on a spectrum that ranges from high importance and special interest in food and beverages on one end and low or no importance/interest in food and beverages on the other end (Brown, Havitz, & Getz, 2006; Bruwer & Alant, 2009; Charters & Ali-Knight, 2002; Dodd & Bigotte, 1997; Hall & Sharples, 2003; Kraftchick et al., 2014; Plummer et al., 2005). Plummer et al. (2005) noted that the important component of food and beverage tourism is to showcase the product to tourists who may purchase the product later. Similarly, Hjalager and Richards (2002) note that food and beverages are essential to a destination’s image and food purchases made by tourists stimulate the local food economy at all levels. Further, by providing new emphasis on the local products, purchases by residents may also be enhanced. Much of the research regarding beverage tourism is focused around wine tourism (Plummer et al., 2005) discussed next.

#### 2.5.1 WINE TOURISM

Research suggests that wine tourism is a fast growing, increasingly important, and very lucrative industry with the potential to generate considerable wealth and growth across the globe (Byrd, Canziani, Hsieh, Debbage, & Sonmez, 2016; O’Neill and Charters, 2000). Previous studies offer various definitions for wine tourism; however, two of the most commonly cited definitions are provided by Hall (1996) and the Western

Australian Wine Tourism Strategy. Hall (1996) defines wine tourism as visitation to vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the primary motivators for visitors. Relatedly, the Western Australian Wine Tourism Strategy in 2000 (as cited in Charters & Ali-Knight, 2002) defines wine tourism as travel for the purpose of experiencing wineries and wine regions and their links to lifestyle, and as encompassing both service provision and destination marketing. As such, several studies have focused on segmenting wine tourists to provide a better understanding of the various motivations, desires, perceptions and behaviors of wine tourists (Brown et al., 2006; Bruwer & Alant, 2009; Charters & Ali-Knight, 2002; Dodd & Bigotte, 1997; Galloway, Mitchell, Getz, Crouch, & Ong, 2008; Getz & Brown, 2006; Sparks, 2007).

Previous studies have utilized several different variables to segment wine tourists including: socio-demographic variables (i.e., age, gender, education, income), product involvement, sensation seeking behavior, past wine-related behavior (i.e., first-time vs. repeat winery visitor, wine expenditures, wine consumption) (Brown et al., 2006; Bruwer & Alant, 2009; Charters & Ali-Knight, 2002; Dodd & Bigotte, 1997; Galloway et al., 2008; Sparks, 2007). Of these segmentation variables, product involvement is considered one of the most significant variables when determining specific differences in consumer behavior of wine tourists and wine drinkers in general (Brown et al., 2006; Charters & Ali-Knight, 2002; Charters & Pettigrew, 2006; Dodd, Pinkelton, & Gustafson, 1996; Galloway et al., 2008). Involvement relates to the perceived relevance an individual has toward a specific object given their needs, values and interests (Zaichkowsky, 1985). Studies of wine consumer involvement have shown that motivations (Charters & Ali-

Knight, 2002), behaviors (Brown, Havitz & Getz, 2006), knowledge (Fernandes Ferreira Madureira & Simoes de Sousa Nunes, 2013) and often demographic variables (Charters & Pettigrew, 2006) tend to differ based on self-reported levels of involvement with wine. While many studies have focused specifically on the differences between wine tourists and how to segment them, there are also several studies that address the overall tourism impacts of wine regions (Byrd et al., 2016; Getz & Brown, 2006; Orth, Wolf & Dodd, 2005).

In this sense, past studies have tied the appeal of visiting different wineries and different wine regions to differences related to place (Bruwer, 2003), or more specifically how visiting a winery is tied to the experience of the place in which the winery is located (Cardinale et al., 2016). As such, wineries are often considered place-based brands, or brands where place (i.e., tourist destination) is a vital part of the experience (Cardinale et al., 2016; Orth et al., 2012). Previous studies suggest that the experiences a tourist can have at a winery are strictly related to the region, rural landscape, typical products, and the culture of the specific place (Scherrer et al., 2009; Williams, 2001). Thus, if a winery promotes the overall regional experience to tourists, tourists may in turn combine the visit to the winery with other regional attractions, which would contribute to the area's overall economic growth (Alegre, Cladera, & Sard, 2013; Alonso, Bressan, O'Shea, & Krajsic, 2015; O'Neill & Palmer, 2004). Furthermore, previous studies of wineries as place-based brands indicate that the consumer experience at the winery can influence the consumer's emotional attachment and subsequent loyalty to the winery (brand) as well as to the place in which the winery is located (Cardinale et al., 2016; Orth et al., 2012).

As previous studies of wine tourists have suggested that product involvement is a useful segmentation variable to assess differences between consumer groups, so too have studies of craft beer drinkers and beer tourists (Kraftchick et al., 2014; Murray & Kline, 2015; Taylor, Jr. & DiPietro, in press). Similarly, as studies regarding wineries as place-based brands have suggested that it is important for wineries to promote the overall tourist experience of the wine region, studies of the craft beer industry have suggested that a key success factor for the industry is the tie between breweries and the locations or places they reside in (Schnell & Reese, 2003). Thus, the following section will provide a discussion of previous research related to beer tourism and beer tourists.

#### 2.5.2 BEER TOURISM AND BEER TOURISTS

Beer tourism is an emerging market that has only started to receive attention from academics over the past decade or so (Kraftchick et al., 2014; Murray & Kline, 2014; Plummer et al., 2005; Plummer, Telfer, & Hashimoto, 2006; Slocum, 2016). Howlett (2013) suggests that even though beer tourism is a relatively new type of special-interest tourism, many states and countries with a rich beer heritage have been engaging in it and have developed many successful campaigns that attract tourists. Plummer et al. (2005) were amongst the first to conduct a study on beer tourism, and as such they provided a good working definition of beer tourism. Specifically, the authors indicate that beer tourism is a form of travel that is primarily motivated by a desire to visit a brewery, beer festival or beer show, to experience the beer-making process and/or to taste beer (Plummer et al., 2005).

The focus of this initial study on beer tourism was to explore beer tourist visitor profiles and to assess the potential collaboration between local breweries for a newly

developed beer trail in the Waterloo-Wellington region of Ontario, Canada. Results indicated that visitors were pleased with the beer trail, and the majority indicated they would recommend the trail to others (Plummer et al., 2005). Results also indicated a strong potential for future sales, as nearly all visitors indicated having tried a new type of beer which they planned to purchase in the future. Furthermore, the study found that the breweries involved in the trail had moved beyond competition to form a partnership and promote beer tourism at their breweries and in the region overall (Plummer et al., 2005). However, a follow-up study by Plummer et al. (2006) provided an in-depth discussion of the demise of the beer trail. Results of the 2006 study suggested that the partnership between the breweries had quickly moved through Caffyn's (2000) tourism partnership lifecycle model and the beer trail was discontinued after three years (Plummer et al., 2006). The tourism partnership lifecycle model is comprised of the following six phases: pre-partnership, take-off, growth, prime, deceleration, and continuation or after-life (Caffyn, 2000). A brief discussion of each phase of the model, as well as the lifecycle of the Waterloo-Wellington beer trail is provided below.

In the first phase, pre-partnership, potential partners identify issues, formulate objectives and secure funding. The second phase, take-off, is where the partnership is formally launched, wider support for the partnership is sought and a project manager is often appointed. During this stage, a needs assessment is carried out and a work program is finalized as trust is growing between partners (Caffyn, 2000). During the growth phase, momentum builds as projects are implemented and there tends to be greater partner commitment, along with increased levels of innovation and personalized leadership. The fourth phase, prime, is when the partnership has reached maturity and there is stability.



Here, significant achievements have been made and additional funding is often secured; coordination and administration roles grow, and some activities may be dispersed amongst partners. If the partnership is continued past the fourth stage, it enters the deceleration phase where partners lose interest, managers may have been replaced and momentum slows. Thus, partnerships would re-evaluate their objectives and they can either stabilize or decline, and eventually may end. Caffyn (2000) indicates that if the partnership continues, it enters the continuation phase, or if it ends, it enters the after-life phase. Here Caffyn (2000) provides eight possibilities of how the work of the partnership is continued by other means, these include: community takes it on, absorbed into bigger partnership, split between partners, taken on by one organization, continued in a different form, continued in the same way, spawns other projects, or can be finished completely.

In the case of the Waterloo-Wellington beer trail, Plummer et al. (2006) indicated that the partnership had entered the prime stage by year two, and in the third year it appeared to jump straight to the after-life stage. Results of the study indicated that the decision to end the partnership was partially due to disinterest amongst members; specifically, a few of the breweries became more focused on production and distribution of beer rather than tourism (Plummer et al., 2006). While the Waterloo-Wellington beer trail did not survive past its first three years, the findings by Plummer et al. (2006) have proven influential nonetheless, as researchers and practitioners have sought out ways to start beer trails across the U.S. Studies by Niester (2008), Howlett (2013), and Rogerson and Collins (2015) indicate just how popular beer trails have become in various cities and states in the U.S.

One state that has been at the forefront of the craft beer movement and beer tourism is Oregon. Two cities in Oregon, Bend and Portland, have enjoyed great success with their beer tourism initiatives. In Bend, tourists are encouraged to participate in a beer trail, which is a walking visit to multiple breweries (Howlett, 2013). The Bend Visitor Center has even gotten involved and provides beer tourists with a beer trail passport that tourists receive stamps in for each brewery they visit. Upon receiving 11 different stamps, tourists can take their beer trail passport back to the Bend Visitor Center for a prize (Howlett, 2013). Similarly, Portland offers tourists a cycling tour of multiple breweries. However, Oregon isn't the only state that has found success with beer trails. In Pennsylvania and New York tourists can follow beer trails that also take them to state parks, brewpubs and restaurants, and Vermont touts its own state-wide beer passport program (Rogerson & Collins, 2015).

Drawing on the findings of Plummer et al. (2006) and other previous studies on the importance of partnerships for developing tourism trails, Slocum (2016) conducted a study to assess the potential for collaboration between tourism businesses in an effort to develop a new craft beer trail in Virginia. Slocum (2016) focused specifically on the potential collaboration between accommodation properties (i.e., hotels and bed-and-breakfast properties) and tour/bus companies. Results indicated that these two sectors serve different tourism types, the accommodation properties tend to serve short-break visitors while the tour/bus companies tend to serve day visitors. Further, results suggested that due to the independence of tour/bus companies, they are not able to provide sufficient support at the destination marketing level. Thus, Slocum (2016) suggests that for a beer trail to successfully start in Virginia, a partnership should first begin between

brewers and the accommodation sector, which could lead to the future involvement of tour/bus companies. While previous studies provide useful insight into the necessity of successful partnerships and potential viability for beer trails, other recent studies have focused on the motivations of beer tourists and the potential influences of beer tourist loyalty (Kraftchick et al., 2014; Murray & Kline, 2015).

A 2014 study by Kraftchick et al. examined the motivations of beer tourists and the specific motivational differences between beer focused tourists and non-beer focused tourists, when deciding to visit a craft brewery taproom. Results indicated that there were four main motivational factors driving tourists' craft brewery taproom visits: the craft brewery experience, enjoyment, socializing, and beer consumption. The first factor, the craft brewery experience, was comprised of three items reflecting beer knowledge, active pursuit of beer-related experiences, and tasting new beers. The second factor, enjoyment, was comprised of three items reflecting a desire to be entertained, to get away, and to have a stress-free weekend (Kraftchick et al., 2014). The third factor, socializing, consisted of four items reflecting a desire to meet new people, bringing the family together, to be with family and friends, and to taste food. The fourth factor, beer consumption, consisted of just two items reflecting a desire to buy beer and to drink heavily (Kraftchick et al., 2014). Further results suggested that respondents could be split into two groups, with roughly 37% percent of respondents identifying themselves as beer-focused tourists and the remainder identifying themselves as non-beer focused tourists. Follow-up analyses indicated that beer-focused tourists had higher levels of motivation for each of the four factors than the non-beer focused tourists. However, the only statistically significant difference between the beer-focused tourists and non-beer

focused tourists was found for the craft brewery experience factor. Suggesting that beer-focused tourists were more highly motivated to visit craft brewery taprooms due to the craft brewery experience than were the non-beer focused tourists (Kraftchick et al., 2014).

In a similar study, Murray and Kline (2015) investigated the factors leading to craft brewery brand loyalty amongst beer tourists who visited craft brewery taprooms in North Carolina. Results indicated that the three most influential factors to brand loyalty were the brewery's connection to the local community, the consumer's desire for unique consumer products, and satisfaction with the brewery experience. Additionally, results suggested that as respondents' self-reported enthusiasm status increased, so too did satisfaction and loyalty (Murray & Kline, 2015). The findings of the studies by Kraftchick et al. (2014) and Murray and Kline (2015) provide useful insight into the importance of various aspects of the craft brewery and the craft brewery taproom experience in terms of supporting beer tourism. Specifically, beer tourists tend to be more motivated by the craft brewery experience, and craft breweries that show a strong connection to the local community have an advantage in creating loyalty.

Relatedly, even though neither study specifically utilized the construct of involvement to segment respondents, the results of the studies suggested that involvement may be a useful segmentation variable for future studies of beer tourism. Thus, the current study aims to fill this gap and provide a more comprehensive understanding of the differences between various consumer segments. However, the overall experience within a taproom relies on more than just the consumer's level of involvement with craft beer. More specifically, the overall experience also relies on visitors' perceptions of service

quality, product quality, and atmosphere. Further, past research has suggested that consumers no longer simply accept good service and products, but they also seek value, choice and an overall great experience (Jin, Lee & Gopalan, 2012; Keng, Huang, Zheng, & Hsu, 2007; Pine & Gilmore, 1998). Thus, it is important for microbrewery taprooms to ensure that they are providing all guests with an experience that they find valuable. The next section will introduce the concept of perceived experiential value, and the importance of providing guests with an experience that they value in the service sector.

## 2.6 EXPERIENTIAL VALUE

Studies in both the foodservice and retail industries have indicated that as consumers continue to demand greater value for the price, practitioners must keep in mind that the overall service experience must deliver value if they want to turn a one-time consumer into a loyal consumer (Jin, Line, & Goh, 2013; Mathwick, Malhotra, & Rigdon, 2001). As noted by Wu and Liang (2009), contemporary research has consistently defined value as being derived from product or service usage. Relatedly, Woodall (2003, p. 21) defined value as the “personal perception of advantage arising out of customer association with the offerings of an organization.”

In his seminal work, which is discussed in greater detail below in the theoretical framework, Holbrook (1999) provides a definition of consumer value that will be dissected below to provide a clearer understanding of the concept. Holbrook (1999) defined consumer value as an interactive relativistic preference experience that occurs between a consumer and product (or service). In this sense, the relationship of consumers to products (or subjects to objects) operates relativistically, or dependent on relevant comparisons that vary between people and change among situations, to determine

preferences that exist at the core of the consumption experience (Holbrook, 1999).

Holbrook (1999) further provides a typology of consumer value, which is an often-cited theoretical framework for studying consumer value (Wu & Liang, 2009). The framework for consumer experiential value outlines three pairs of dimensions which will be further discussed below: extrinsic/intrinsic, self-oriented/other-oriented, and active/reactive.

In Holbrook's (1999) framework, extrinsic value refers to an experience that is valued for its functional role in providing the means to a desired outcome (i.e., the value of money as a means to purchase beer). Intrinsic value refers to a consumption experience that is itself appreciated simply as a desired outcome (i.e., enjoying a day at the beach). Self-oriented value refers to a consumption experience that is appreciated for its benefit to oneself (i.e., an individual's collection of rare craft beers). Other-oriented value refers to a consumption experience that is appreciated dependent on how it affects someone or something else (i.e., an individual's choice to drink a specific craft beer to impress peers). Active value refers to a consumption experience that involves a consumer doing something to or with a product (i.e., driving a car). Finally, reactive value refers to a consumption experience that involves a product doing something to or with a consumer (i.e., an individual assessing and appreciating the beauty of a work of art) (Holbrook, 1999).

Drawing from this understanding of consumer value, Mathwick et al. (2001) devised an experiential value scale (EVS), which relies specifically on the self-oriented dimensions of extrinsic/intrinsic and active/reactive that provide four forms of experiential value: playfulness, consumer return on investment (CROI), aesthetics, and service excellence. Mathwick et al. (2001) indicated that perceptions of experiential value

are based on interactions between a consumer and organization involving either the direct use or appreciation of products or services. It is these interactions that in turn provide the root for the relative preferences of the consumer (Holbrook & Corfman, 1985). Thus, the authors proposed a 2x2 typology of experiential value, which is shown in Table 2.1 (Mathwick et al., 2001).

*Table 2.1. Typology of Experiential Value*

	Extrinsic	Intrinsic
Active	CONSUMER RETURN ON INVESTMENT (CROI)	PLAYFULNESS
Reactive	SERVICE EXCELLENCE	AESTHETICS

\*Adapted from Mathwick et al. (2001)

The first quadrant, *consumer return on investment* (CROI) refers to the active use of money, time, or other behavioral and psychological resources that provide an extrinsic form of value. CROI can be indicated by either the perceived affordability (economic value) of the purchase, as well as the efficiency of the consumption experience (Mathwick et al., 2001, 2002). The second quadrant, *service excellence* refers to the reactive, extrinsic value that a consumer realizes as they come to admire or appreciate a service provider for its ability to deliver on its promises (Holbrook, 1994; Mathwick et al., 2001; Zeithaml, 1988). The first form of intrinsic value, *playfulness*, also refers to an active form of value that is achieved when an individual engages in a consumption experience that is enjoyable and provides an escape from reality, thus, serving as an end in itself (Holbrook, 1999; Mathwick et al., 2001). The final quadrant, *aesthetics*, refers to the intrinsic reaction to an object or the surrounding area in which a consumption experience occurs. This could refer directly to either the visual appeal or entertainment

provided by a consumption experience that is enjoyed solely for its own sake (Holbrook, 1999; Mathwick et al., 2001).

As Mathwick et al. (2001) were focused on the experiential value of a retail shopping experience, the authors offered specific examples of each form of value within the retail context. For instance, a consumer may experience CROI when they are able to enter a store and find the product they are looking for quickly and at a price they perceive to be affordable. Service excellence could refer to a shopping experience where a consumer engages with a service employee who is able to find them an item that fits their exact needs. Playfulness within the retail context can relate directly to a consumer who actively engages in and enjoys window shopping as a means to escape from the demands of day-to-day life. Finally, aesthetic value could relate to a consumption experience in which a consumer appreciates the visual appeal of the retail setting and engages in shopping for the entertainment it provides them.

Building on previous literature, Mathwick et al. (2001) developed the previously discussed experiential value scale (EVS) with three second order factors: CROI (efficiency and economic value), playfulness (escapism and enjoyment), and aesthetics (visual appeal and entertainment), and one first order factor: service excellence. However, Kim (2002) provided a slightly different interpretation of overall experiential value. While Kim's (2002) interpretation was also composed of three second order factors: efficiency (convenience and resources), excellence (product performance and customer service), and play (entertainment and social interaction), and one first order factor: aesthetics, they were not defined in the same manner as the factors in the original EVS developed by Mathwick et al. (2001).



More specifically, Kim (2002) proposed that the extrinsic-active value of efficiency was comprised of convenience and resources, while this terminology differs from Mathwick et al.'s (2001) use of CROI (i.e., efficiency and economic value) the overall concept is the same. In addition, Kim (2002) proposed that the extrinsic-reactive value of excellence was comprised of product performance and customer service, whereas Mathwick et al. (2001) left product performance out of their conceptualization of service excellence. Other differences in terminology and conceptualization relate to Kim's (2002) use of play (i.e., entertainment and social interaction) and Mathwick et al.'s (2001) use of playfulness (i.e., escapism and enjoyment) as well as Kim's (2002) use of aesthetics (i.e., ambience) and Mathwick et al.'s (2001) aesthetics (i.e., visual appeal and entertainment). It is important to note that while the terminologies may differ between the two experiential value scales, the overall concepts and conceptualizations remain very similar. However, Kim (2002) provided slightly different and more detailed examples for each form of experiential value as compared to Mathwick et al. (2001). While these different examples were tied specifically to shopping at a mall, they also have implications for research in other industries. Table 2.2 provides a more detailed view of Kim's (2002) interpretations of experiential value.

*Table 2.2 Consumer Experiential Value from Mall Shopping*

	Extrinsic	Intrinsic
Active	EFFICIENCY	PLAY
	Convenience:	Entertainment:
	One-stop shopping	Appeal to five senses
	Comparison shopping	Instant gratification
	Multi-purpose shopping	Window shopping
	Resources:	Social interaction:
	Time	People-watching
	Effort	Socializing
	Money	Escaping from routine

Reactive	EXCELLENCE	AESTHETICS
	Product performance:	Ambience:
	Quality	Architecture
	Selection	Interiors
	Price	Visual display
	Customer service:	
	Synchronous human contact	
	Safe & secure shopping environment	

\*Adapted from Kim (2002)

One key difference between Mathwick et al.'s (2001) and Kim's (2002) explanations of experiential value, relates to the value of excellence. More specifically, even though both studies were considering the experiential value of a retail shopping experience, only Kim (2002) considered the importance of the product along with the actual service. Interestingly, later studies by Mathwick et al. (2002), Keng et al. (2007), Jin et al. (2013) and Chua, Jin, Lee, and Goh (2014) which utilized the EVS within retail and food and beverage settings also did not include items relating to the product quality (excellence). However, Wu and Liang (2009) did include one item within excellence that they called excellent service related to product quality. As this study was conducted within the context of luxury-hotel restaurants, the item was related to the quality of the food offered. It is also important to note that later studies conducted by Wu and Liang (2009) and Jin et al. (2013) simply utilized only the first-order factor of *escapism* (i.e., an experience that allows an individual release from everyday concerns) rather than the second-order factor *playfulness/play* (i.e., escapism and enjoyment/entertainment and social interaction).

Furthermore, the three studies that were conducted within the context of restaurants did find that experiential value had a significant positive influence on consumer satisfaction and behavioral intentions (Chua et al., 2014, Jin et al., 2013; Wu &

Liang, 2009). Specifically, Wu and Liang (2009) found that consumer experiential value (i.e., CROI, excellent service, aesthetics and escapism) positively influenced consumer satisfaction; while, Jin et al. (2013) found that consumer trust and satisfaction (i.e., relationship quality) was significantly positively influenced by the three dimensions of aesthetics, service excellence and CROI. However, escapism had a significant negative influence on trust and satisfaction, and the authors suggested that this finding could be related to the different contexts between their study and the previous study by Mathwick et al. (2002) (i.e., restaurant context versus retail shopping context). Jin et al. (2013) further suggested that in a retail shopping experience the consumption experience is often a function of the individual, while in a restaurant setting the consumption experience tends to be more communal. Results of the study conducted by Chua et al. (2014), further indicated that the experiential value (i.e., aesthetics, playfulness, service excellence, CROI) of full-service restaurants had a significant positive influence on consumers' behavioral intentions.

While these three studies provide insight into the usefulness of assessing experiential value via some conceptualizations of an experiential value scale within the context of the food and beverage industry, only one of the studies attempted to assess the influence of product excellence. Therefore, it is still unclear the role that the product (food and beverages) play in consumers' perceptions of overall experiential value within the food and beverage industry. Thus, the current study aims to further assess this by utilizing a modified EVS with the following conceptualization: CROI (i.e., efficiency and economic value), excellence (i.e., service excellence and product excellence), playfulness (i.e., escapism and enjoyment), and aesthetics (i.e., visual appeal and enjoyment). The

current study also aims to further assess the potential influences of consumers' experiential value perceptions on their feelings of satisfaction and trust (i.e., relationship quality). Thus, the following section will discuss the construct of relationship quality and the two components of satisfaction and trust.

## 2.7 RELATIONSHIP QUALITY

The concept of relationship quality refers to a consumer's perceptions of how well their relationship with a service provider fulfills their expectations, predictions, goals, and desires (Crosby, Evans, & Cowles, 1990; Jarvelin & Lehtinen, 1996; Wong & Sohal, 2002). As such, relationship quality has been conceptualized as a higher-order construct, composed of trust and satisfaction (Crosby et al., 1990; Kim, Lee, & Yoo, 2006). Furthermore, relationship quality affords service providers leverage based on consumers' previous experiences, which alleviates risk perceptions (Crosby et al., 1990). In this sense, high-quality relationships indicate consumers trust service providers because past performance has satisfied expectations (Wong & Sohal, 2002).

Trust refers to a consumer's level of confidence in a service provider's integrity and reliability (Moorman, Zaltman, & Desphande, 1992). Moorman et al. define trust as "a willingness to rely on an exchange partner in whom one has confidence" (1992, p. 315). Esch et al. (2006) also suggest that trust refers to an affective feeling that is the outcome of a relationship with a brand. Trust has also been shown to enhance an individual's commitment to a relationship as it reduces perceived risks, reduces transaction costs, and increases confidence that inequities will be resolved (Ganesan & Hess, 1997). More simply, trust provides comfort to consumers, thus enhancing the efficiency and effectiveness of relational exchanges (Anderson & Weitz, 1989). Doney

and Cannon (1997) further indicate that trust involves a calculative process which is based on the ability of an object or party in a relationship to continually meet its obligations and on an estimation of the cost/benefit of staying in the relationship.

The second dimension of relationship quality, satisfaction, refers to the degree to which a consumer believes that interactions between themselves and the service provider evokes positive feelings, or meets the consumers' expectations (Jin et al., 2013; Rust & Oliver, 1994). Satisfaction has also previously been viewed as a cognitive evaluation as well as an affective outcome that is derived from cognitive evaluations of how a consumption experience evokes positive feelings toward all aspects of the experience and relationship with a brand (Esch et al., 2006; Jin et al., 2013; Rust & Oliver, 1994).

Relatedly, studies in the hospitality and tourism field have indicated that satisfaction is a function of pre-consumption expectations and post-consumption experiences/perceptions (Chen & Chen, 2010; Oh, 1999; Ryu & Han, 2011). Relatedly, the extent to which a consumer obtains satisfaction indicates the health of the exchange relationship; as such, a dissatisfied consumer would not be expected to have a good relationship with the service provider, given that consumer satisfaction is key to the relationship between parties (Moliner, Sanchez, Rodriguez, & Callarisa, 2007; Roberts, Varki, & Brodie, 2003; Storbacka, Strandvik, & Gronroos, 1994).

Previous research has indicated that if a relationship between service provider and consumer is strong, that is if consumers are satisfied and trust the service provider, it can lead to emotional attachment of the consumer toward the provider (Hou, Lin, & Morais, 2005; Vlachos, Theotokis, Pramataris, & Vrechopoulos, 2010). Past marketing studies have provided theoretical and empirical evidence that shows consumers can develop

emotional attachments toward specific places, brands, companies, and employees (Carroll & Ahuvia, 2006; Paulssen & Fournier, 2007; Vlachos et al., 2010). Thus, considering the aims of this study, to assess how consumer's microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand, the following sections will provide discussions of place attachment and brand attachment.

## 2.8 PLACE ATTACHMENT

The concept of place attachment is one that has been studied and discussed at great length; however, researchers have utilized a myriad of terms and have proposed nearly as many definitions for the concept of place attachment. Past studies have used terms such as: community attachment (Kasarda & Janowitz, 1974), sense of community (Sarason, 1974), sense of place (Hummon, 1992; Stedman, 2003; Tuan, 1980), place attachment (Gerson, Stueve, & Fischer, 1977; Kaltenborn, 1998; Williams & Vaske, 2003), and place bonding (Hammit, Backlund, and Bixler, 2006); however, place attachment is considered the most predominantly used (Prayag & Ryan, 2012).

Furthermore, research suggests that there is some consensus in the use of the term place attachment over other terms (Gerson et al., 1977; Hidalgo & Hernandez, 2001; Hummon, 1992; Kaltenborn, 1998; Low, 1992; Milligan, 1998; Shumaker & Taylor, 1983; Williams & Vaske, 2003). Thus, for this study the term place attachment has been adopted.

As researchers have utilized varying terms to discuss the concept of place attachment, they have also provided slightly different definitions of place attachment. For example, Shumaker and Taylor (1983) define place attachment as a positive affective

bond or association between individuals and their residential environment. Hummon (1992) suggests place attachment is an emotional involvement with place; while Low (1992) defines it as an individual's cognitive or emotional connection to a particular setting. Relatedly, Milligan (1998) defines place attachment as a set of positive beliefs and emotions an individual has toward a physical site that has been created through interaction. In a more comprehensive definition that is tied more directly to the overall concept of attachment, Hidalgo and Hernandez (2001) define place attachment as an affective bond or emotional connection of an individual to a specific location or environment. While these definitions vary slightly in their explanations, they all suggest that place attachment relies on an emotional or affective connection between an individual and a particular place. Thus, for this study the definition provided by Hidalgo and Hernandez (2001) has been adopted as it is more comprehensive and theoretically tied to the overall concept of attachment.

Yuksel et al. (2010) suggested that one indication that an individual has developed an emotional tie to a place is the sense of physically being and feeling 'in place' or 'at home'. Research suggests that individuals form these emotional bonds to places by developing relationships with particular settings over time (Brocato, 2006). Previous studies also indicate that the personal experience and social interaction are key to an individual attaching meaning to a place and that makes the place a part of the individual's identity (Kilinc, 2006; Rubinstein & Parmelee, 1992). Additionally, it has been shown that individuals tend to develop an attachment to a place after one or more visits (Moore & Graefe, 1994); however, it is also possible for individuals to develop strong feelings for a destination they have yet to visit (Lee & Allen, 1999). Halpenny

(2006) further suggests that for first-time visitors, a sense of place attachment can form prior to visitation, due to stories about the destination from family, friends or even the media.

Tourism scholars have previously suggested that place attachment is comprised of two sub dimensions, place identity and place dependence (Gross & Brown, 2006; Orth et al., 2012; Prayag & Ryan, 2012; Yuksel et al., 2010). Place identity refers to a symbolic or emotional attachment to a particular place or setting (Stedman, 2002; Yuksel et al., 2010). Place dependence refers to a functional attachment toward a place that is related to the unique ability of the place to provide features and conditions that support specific goals or desired activities (Hammitt et al., 2006; Jorgensen & Stedman, 2001; Williams, Patterson, Roggenbuch, & Watson, 1992). The attachment that is built through place identity and place dependence can also play a role in cultivating individual, group and cultural self-esteem, self-worth and self-pride (Low & Altman, 1992). Further, this attachment is not just influenced and experienced by individuals, but also by the larger community, which can also benefit from individuals' attachment (Brown, Perkins, & Brown, 2003; Florek, 2011; Lewicka, 2005; Vorkinn & Riese, 2001). Previous studies have also indicated that place attachment can be predicted by an individuals' satisfaction with, as well as their trust in the place to meet their needs (Cardinale et al., 2016; Chen & Phou, 2013; Hou et al., 2005; Lee & Allen, 1999). Subsequently, place attachment can also lead to an increase in place loyalty (Cardinale et al., 2016; Chen & Phou, 2013; Prayag & Ryan, 2012; Yuksel et al., 2010).

As noted previously, studies have also suggested that consumer experiences with brands that are rooted in a specific place, or place-based brands, can influence the



consumer's attachment to the place as well as their attachment to the brand (Cardinale et al., 2016; Orth et al., 2012). Thus, as the core goal of this study is to assess how consumers' experiences at microbrewery taprooms (place-based brands) influence their place and brand attachment and subsequent place and brand loyalty, the following section will provide a discussion of the concept of brand attachment.

## 2.9 BRAND ATTACHMENT

As the concepts of place attachment and brand attachment are derived from the overall concept of attachment, studies on brand attachment have defined it similarly to the definition of place attachment provided above. Specifically, Esch et al. (2006) indicated that brand attachment refers to a more long-term commitment-inducing bond between the consumer and the brand. The authors also suggested that attachment can also result in feelings of regret or sorrow when a brand or object is no longer present or available. Furthermore, brand attachment is considered a higher-order factor comprised of the three first-order factors of: affection, passion and connection (Thomson, MacInnis, & Park, 2005). Affection refers to the warm feelings a consumer has toward a brand, passion refers to strong and aroused positive feelings toward a brand, and connection refers to a consumer's feelings of being linked to a brand (Thomson et al., 2005).

From a theoretical standpoint, brand attachment assumes precursors that are reflected by: repeated satisfactory outcomes with a brand (Orth, Limon, & Rose, 2010), positive connections to self-identity (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010), and a strong positive affect toward the brand (Thomson et al., 2005). Thus, indicating that as consumers develop relationships with brands, they can also develop subsequent emotional attachments to the brands (Fournier, 1998; Hou et al., 2005). Esch

et al. (2006) indicated that the relationships that form between consumers and brands rely on satisfaction and trust toward the brand. Furthermore, results of their study indicated that satisfaction and trust toward a brand had a direct positive influence on brand attachment (Esch et al., 2006). This direct relationship between satisfaction and trust (i.e., relationship quality) and brand attachment has been further supported by studies on brands in general (Albert, Merunka, & Valette-Florence, 2008), place-based brands (Orth et al., 2010) and supermarket store brands (Vlachos et al., 2010).

Relatedly, previous research has indicated that brand attachment in turn positively influences consumer loyalty and behavioral intentions (Esch et al., 2006; Hyun & Kim, 2014; Orth et al., 2012; Thomson et al., 2005). This can be explained by the general understanding of emotional attachment, whereby research suggests that individuals who are highly attached to a particular object tend to be connected to and willing to continue to interact with it (Fedorikhin, Park, & Thomson, 2008). Relatedly, Bowen and Shoemaker (1998) indicated that consumers' emotional attachments often initiate regular purchases along with informal endorsements to others. This has been further supported by studies that have found a direct positive relationship between brand attachment and future purchases (Esch et al., 2006), brand loyalty and willingness to pay a premium price (Orth et al., 2012), and advocacy (i.e., spreading positive word-of-mouth to others) (Hyun & Kim, 2014). Therefore, as the current study aims to assess how consumers' experiences at microbrewery taprooms (place-based brands) influence their place and brand attachment and subsequent place and brand loyalty, the following section provides a discussion of consumer loyalty.

## 2.10 CONSUMER LOYALTY

Research suggests that at a basic level, consumer loyalty refers to the likelihood that a consumer will partake in various future purchase behaviors such as, repeat purchases, social bonding, and referring others (Bowen & Shoemaker, 1998). From a more theoretical level, past researchers have conceptualized consumer loyalty from three perspectives: behavioral, attitudinal, and composite loyalty (Backman & Crompton, 1991; Dick & Basu, 1994; Jacoby & Chestnut, 1978; Oliver, 1999). Researchers relying on behavioral aspects contend that repeat purchases, purchase frequency and referrals represent a consumer's loyalty toward a service provider (Dick & Basu, 1994). While the behavioral approach does provide a realistic overview of how well a service provider is performing compared to its competitors (O'Malley, 1998), it has received numerous criticisms for its inability to distinguish between spurious and true loyalty (Dick & Basu, 1994; Jacoby & Chestnut, 1987; Odin, Odin, & Valette-Florence, 2001; Shankar, Smith, & Rangaswamy, 2003). More specifically, by relying solely on behavioral loyalty, researchers cannot determine whether repeat purchases are a result of simply convenience and/or monetary incentives, or if the consumer is emotionally attached to a product, service or brand (Pritchard & Howard, 1997). Further, Matilla (2001) points out as an example, within the food and beverage industry, reward programs provide a limited picture of consumer loyalty because they are often not seeking attitudinal or emotional commitment.

However, from the attitudinal perspective, loyalty is viewed as consumers' stated preferences or purchase intentions, thus focusing on the psychological commitment or loyalty to a service provider (Bennett & Rundle-Thiele, 2002; Dick & Basu, 1994;

Mellens, Dekimpe & Steenkamp, 1996). While relying on these consumer declarations rather than actual purchase behavior does allow researchers to distinguish consumer loyalty from repeat purchases, there is no guarantee that it accurately represents reality, as a positive attitude may not lead to purchase behavior (Mellens et al., 1996; Odin et al., 2001). It is due to these limitations of the unidimensional conceptualizations of consumer loyalty that led researchers to utilize the composite approach to the concept of consumer loyalty (Baldinger & Robinson, 1996; Day, 1969; Dick & Basu, 1994; Jacoby, 1971; Lutz & Winn, 1974).

The composite approach considers consumer loyalty to be a biased behavioral purchase process which is a result of a psychological process (Jacoby, 1971). Thus, following this approach, consumer loyalty is defined as, a consumer's commitment to rebuy or re-patronize a preferred service provider consistently in the future (Oliver, 1999). This suggests that consumer loyalty should be evaluated utilizing simultaneous considerations of attitudes and purchase behaviors (Day, 1969, Dick & Basu, 1994; Jacoby & Chestnut, 1978; Lutz & Winn, 1974). The composite approach has been further supported by other researchers studying consumer loyalty (Dick & Basu, 1994; Li & Petrick, 2008; Odin et al., 2001; Oliver, 1999). Furthermore, the composite approach has also been supported in recent literature within the hospitality and tourism field (Jin, 2015; Jin et al., 2013; So, King, Sparks, & Wang, 2013, 2016). Specifically, Jin et al. (2013) utilized the composite approach after indicating that the restaurant industry often focuses exclusively on behavioral loyalty. The authors found that relationship quality (i.e., satisfaction and trust) had a direct positive influence on both attitudinal and behavioral loyalty. Similarly, So et al. (2016) utilized the composite approach in an assessment of

consumer loyalty to tourism brands and found that brand trust had a significant influence on loyalty. Thus, given the overall goals of this study, the composite approach of looking at attitudes and purchase behaviors was utilized to assess both consumers' place loyalty and brand loyalty.

While the overall purpose of this study was to assess the relationships between the various constructs discussed above, a secondary goal of this study was to further assess any potential differences in these relationships between various consumer segments. Specifically, the current study aims to assess any potential differences between consumers based on a variety of segmentation variables that are discussed in the following section.

#### 2.11 SEGMENTATION VARIABLES

While the main goal of this study is to assess consumer perceptions of microbrewery taproom experiences and their potential influence on attachment and loyalty outcomes, it is also pertinent to discuss relevant research regarding consumers of craft beer and visitors to microbrewery taprooms. Thus, this section outlines past research on craft beer drinkers, microbrewery taproom visitors, and the potential influences of microbrewery taproom visitors' involvement with craft beer, desires for unique consumer products, desires for authentic experiences, and perceptions of their similarity to other consumers on their visit to the taproom.

While there is no set definition of who a craft beer drinker is, past research has indicated that most self-identified craft beer drinkers tend to be white (non-Hispanic), aged 21-49, college educated, and earning a minimum annual income of \$50,000 (Clarke, 2012; Murray & O'Neill, 2012). However, not all visitors to microbrewery taprooms

consider themselves craft beer drinkers. In a recent study focused on tourists and more specifically beer tourists visiting microbreweries in North Carolina, 38% of the total respondents identified themselves as tourists, and only 36.7% of these tourists considered themselves as beer-focused tourists (Kraftchick et al., 2014). Thus, it should also be noted that even as beer tourism and beer related tourism experiences are growing, it is not just tourists who are visiting taprooms.

Relatedly, Murray and Kline (2015) surveyed local resident and tourist microbrewery taproom visitors, also in North Carolina, and utilized visitors' self-reported beer enthusiasm as a segmentation variable to assess differences in satisfaction and loyalty. While the studies by Kraftchick et al. (2014) and Murray and Kline (2015) found that not all visitors considered themselves as beer-focused or beer enthusiasts, they did indicate that most respondents had demographics that closely resembled the findings of the previous studies by Clarke (2012) and Murray and O'Neill (2012).

More recently, Taylor, Jr. and DiPietro (2017) assessed U.S. craft beer drinkers' motivations to visit microbrewery taprooms by conducting an online survey of 287 respondents. While the results provide a similar demographic profile of respondents to previous studies, the authors also utilized variety seeking behavior and involvement with craft beer to further segment respondents. Utilizing a cluster analysis procedure, Taylor, Jr. and DiPietro (2017) found that respondents in their study could be split into two groups: low-involvement/variety seeking (39% of respondents) and high-involvement/variety seeking (61% of respondents). Furthermore, results indicated that there were significant differences between the two groups regarding their motivations to visit microbrewery taprooms, their willingness to pay price premiums at the taprooms

compared to restaurants or bars, and their return intentions. More specifically, the high-involvement/variety seeking group indicated significantly higher motivations to visit taprooms, willingness to pay price premiums, and had higher return intentions compared to the low-involvement/variety seeking group.

Each of the studies discussed above provide useful insight into the potential differences between guests of microbrewery taprooms; however, these studies still leave some questions about who is visiting taprooms and how their perceptions of the experience differ. Relatedly, even as a few of these studies have focused on providing further understanding of the potential impacts of beer tourism, and the perception, behavioral and involvement differences between tourists and residents, none of these studies have considered how experiences at microbrewery taprooms influence consumers' attachment to the place and/or brand, as well as subsequent influences on loyalty toward the place and/or brand. Furthermore, few of these studies have assessed any differences between consumers based on their desires for unique products or authentic experiences. Finally, none of these previous studies have assessed the potential influence of other guests in the taproom on an individual's experience.

Thus, the current study seeks to fill these gaps by further segmenting consumers and assessing differences between them. Therefore, the following sections will provide detailed discussions of research related to the constructs of involvement, desire for unique consumer products, desire for authentic experiences, and perceived similarity to others.

#### 2.11.1 INVOLVEMENT

Involvement, which has been heavily researched in various fields, can help explain a variety of situations related to the consumption phenomena (Beldona et al., 2010; Varki & Wong, 2003). Zaichkowsky (1985, p.342) defines involvement as, “a person’s perceived relevance of an object based on inherent needs, values, and interests.” Furthermore, previous studies have indicated that consumers’ decision-making behaviors vary as they attribute more or less personal relevance to a product or if they are more or less involved with a product (Varki & Wong, 2003; Zaichkowsky, 1985). Previous studies have also shown that involvement plays an important role in consumers’ decision making, as well as in their satisfaction and repeat patronage intentions (Beldona et al., 2010; Kivela, Inbakaran, & Reece, 2000; Zaichkowsky, 1985). Past research has also indicated, consumer’s motivations and behavioral intentions are often influenced by their level of involvement (Beldona et al., 2010; Olsen et al., 2015).

Research related to involvement with wine has indicated that involvement increases consumers’ confidence in wine selection and that more involved consumers have a greater awareness of different varietals (Fernandes Ferreira Madureira & Simoes de Sousa Nunes, 2013; Palma, Cornejo, Ortuzar, Rizzi, & Casaubon, 2014). Similarly, studies of wine drinkers and wine tourists have found that product involvement plays a significant role in determining the differences between various consumer segments (Brown et al., 2006; Charters & Ali-Knight, 2002; Charters & Pettigrew, 2006; Sparks, 2007). Charters and Pettigrew (2006) indicate that by definition, consumers who are considered to have a high level of involvement with wine need to have the time and financial resources to support their interests, and therefore tend to be older. However,



these conditions are not necessarily the cause for their high-involvement, thus indicating a need to properly assess consumer involvement.

One of the most highly cited studies on involvement is that of Zaichkowsky (1985), where the Personal Involvement Inventory (PII) scale was first introduced. The PII scale provides a valid, reliable ( $\alpha=.97$ ), and simplistic scale of 20 semantic differential items that can be used to assess consumer involvement with a variety of products and services (Beldona et al., 2010; Varki & Wong, 2003; Zaichkowsky, 1985). In a 1988 study, Zaichkowsky utilized the PII in an assessment of wine drinkers and found that involvement affects the specific quality cues that different segments of consumers utilize. Specifically, low-involvement consumers were found to be more inclined to adopt price as a cue, while high-involvement consumers utilized price along with grape variety (Zaichkowsky, 1988). Beldona et al. (2010) utilized a shortened 11 item scale to assess consumers' involvement regarding eating out, resulting in a slight decrease in reliability ( $\alpha=.91$ ), and indicating the potential for a shortened scale. Relatedly, Kapferer and Laurent (1985) utilized multiple culinary products along with various other consumer goods in their development of the Consumer Involvement Profile (CIP). Results of the study indicated that consumers could be split into ten different market segments based on level of involvement (Kapferer & Laurent, 1985).

Noting the growing interest in the late 1980s on the operationalization and measurement of consumer involvement, Mittal (1995) conducted a comparative study of multiple consumer involvement scales. Amongst them were Zaichkowsky's (1985) PII scale and the CIP developed by Kapferer and Laurent (1985). The scales were run through multiple assessments, modified and then empirically compared based on

unidimensionality, convergent and discriminant validity, and nomological validity (Mittal, 1995). Results of the study suggested that the PII scale fared better in terms of reliability and simplicity, whereas the CIP scale fared better in terms of nomological and convergent validity (Mittal, 1995). Based on these findings, Mittal (1995) suggested that the PII scale could be shortened to just five items, which was easier to implement in surveys, and repeatedly found to be a valid and reliable tool for assessing consumer's product involvement, with construct reliabilities consistently above ( $\alpha=.86$ ).

Though previous studies provide evidence for utilizing involvement to segment consumers and to provide a better understanding of the differences between consumer segments, to date only one study of microbrewery taproom visitors has assessed the influence of involvement (Taylor, Jr. & DiPietro, in press). Thus, the current study aims to extend the current understanding of the differences between visitors to microbrewery taprooms based on their level of involvement with beer, and specifically craft beer. However, as the current study has a strong focus on neolocalism and the place-brand relationships between microbreweries and their hometowns, the current study also aims to assess the role that consumers' desires for unique, local and authentic products and experiences play on their overall taproom experience. Thus, the next two sections provide discussions on consumers' desires for unique products and consumers' desires for authentic experiences.

#### 2.11.2 DESIRE FOR UNIQUE CONSUMER PRODUCTS

Research on desire for unique consumer products (DUCP) has been conducted in numerous fields from marketing (Oh, Fiore & Jeong, 2007) to psychology and sociology (Murray & Kline, 2015). Harris and Lynn (1996) suggest that consumers may have a

personal goal toward acquiring and possessing consumer goods, services and experiences that few others possess; however, there are differences in the extent to which consumers hold this goal. The authors labeled this goal-oriented, individually driven and differing variable DUCP (Harris & Lynn, 1996). DUCP has been further explained as relating to consumers' choice of products that are rare and help create a unique self-image and social image (Ruvio, Shoham & Brencic, 2008).

Lynn and Harris (1997) suggest that this goal-oriented desire differs in strength or intensity between individuals, and there are three causes that may influence these differences: need for uniqueness, status aspiration, and materialism. Sociologists have indicated that people who have a need for uniqueness find high levels of similarity to others as unpleasant, thus they seek to differentiate themselves from others (Fromkin, 1968, 1970, 1972; Snyder & Fromkin, 1980). This need differs between individuals as well as between situations (Snyder & Fromkin, 1977, 1980). Snyder (1992) suggests that people with stronger needs for uniqueness are more sensitive to being similar to others and desire a higher level of dissimilarity. One way that people satisfy their needs to be different is by possessing unique products (Snyder, 1992), as possessions are often extensions of self (Belk, 1988). Similarly, sociologists have indicated that individuals high in status aspiration tend to rely on possession of consumer products that communicate their social status (Dawson & Cavell, 1986). Cassidy and Lynn (1989) explain status aspiration as a variable that reflects the desire for dominance and leadership in social hierarchies. Relatedly, materialism is a personality trait that reflects the level of importance individuals place on material possessions (Belk, 1985).

The concept of DUCP is also closely related to the concept of brand personality (Murray & Kline, 2015), which has been shown to influence brand perceptions, brand preference and consumer loyalty (Balakrishanan, Lee, Shuaib, & Marmaya, 2009). Levy (1959) indicated that brand personality can be affected by the image of the brand users, product spokespersons, and product attributes. Furthermore, customers may choose products based on their own traits or the traits with which they would like to be associated (Murray & Kline, 2015). To date, only one study of microbrewery taproom visitors has assessed the influence of DUCP (Murray & Kline, 2015). The authors found that DUCP had a strong positive influence on consumers' loyalty toward microbreweries. Thus, the current study seeks to build upon past research of DUCP by utilizing the variable as a segmentation tool and assess any potential differences between groups in terms of their overall consumption experience and subsequent consumer behaviors.

#### 2.11.3 DESIRE FOR AUTHENTIC EXPERIENCES

Another area of research that is relevant to the current study and closely related to the concepts of neolocalism and desire for unique consumer products is that of consumers' desires for authentic experiences. Authenticity in the sense of goods and services has been broadly defined by Taylor (1991), as a belief or acceptance that a good or service is real or genuine. In this sense, products such as food or drinks are considered authentic if they are the products typically consumed by local people (Chhabra, Healy, & Sills, 2003). Similarly, learning about or experiencing how various places use different ingredients, prepare, cook, or preserve food and drinks can also be considered authentic experiences (Fields, 2002; Kim, Eves, & Scarles, 2009).

From the tourism perspective, researchers have suggested that local food and beverage experiences are different than food or beverages at home and thus is seen as an authentic experience (Ritzer & Liska, 1997). Similarly, studies have suggested that local food and drink experiences are viewed as a cultural experience for tourists allowing them to learn about the culture of the local community, which can make tourists feel closer to their destinations (Fields, 2002; Getz, 2000). As previously discussed, the neolocalism movement is directly tied to consumers' desires for more authentic and local products and experiences, and one way that consumers can feel like a part of the community is by drinking distinctly local beers (Holtkamp et al., 2016; Shortridge, 1996). A recent study by Murray and Kline (2015) assessed the influence that microbreweries' connections to the local community (CLC) had on consumers' loyalty toward the microbreweries. Results indicated that consumers' perceptions of the microbreweries' CLC was the variable with the strongest positive influence on loyalty toward the microbreweries. However, even as studies have suggested the importance of the local and authentic connections between breweries and consumers' desires, the study by Murray and Kline (2015) is the only study to assess the role that this connection plays.

While the study by Murray and Kline (2015) did provide some insight into the role that the connection between breweries and the local community plays, the study did not assess if the microbrewery visitors differed in their desire for this connection. Furthermore, no study to date has assessed potential differences between microbrewery taproom visitors in terms of their desires for authentic experiences or the potential influences these differences have on experiences and behaviors within microbrewery taprooms. Thus, the current study aims to assess any potential differences between

microbrewery taproom visitors regarding their desires for authentic experiences and the influence these differences have on consumer behaviors.

While previous studies have suggested that differences or similarities between consumers can play a role on their overall experiences and subsequent behaviors (Beldona et al., 2010; Charters & Ali-Knight, 2002; Lynn & Harris, 1996), there is also a growing area of research suggesting that the presence of other consumers can also influence the consumption experience (Line et al., in press). Thus, this study also seeks to assess the role that other consumers play on the taproom experience, more specifically how consumers' perceived similarity to others in the microbrewery taproom may influence the overall experience. Thus, the following section provides a discussion on a growing area of research related to perceived similarity to others.

#### 2.11.4 PERCEIVED SIMILARITY TO OTHERS

Extending the traditional understanding of the servicescape or the built environment where service occurs, which was first outlined by Bitner (1992), Tombs and McColl-Kennedy (2003) developed a conceptual framework to assess the social servicescape. The social servicescape considers the influence of the social aspects within the consumption experience and suggests that the social environment can elicit specific emotional and psychological responses to the consumption experience. Given this understanding of the social servicescape, recent studies within the restaurant industry have assessed how a consumer's perceived similarity to other consumers within the service environment influence their responses to the overall experience (Hanks et al., 2017; Line et al., 2012; Line et al., in press). Drawing on the concept of homophily, these

studies indicate that individuals prefer experiences when they perceive other involved individuals to be similar to themselves (McPherson, Smith-Lovin, & Cook, 2001).

The concept of homophily suggests that individuals prefer to interact socially with others who are perceived to be demographically and psychologically similar to themselves (McPherson et al., 2001). This can be further highlighted by the old cliché, birds of a feather flock together (Line et al., in press). In a 2012 study, Line et al. found that homophily between restaurant guests and restaurant employees was a significant dimension of dining expectations. Other studies within restaurants have indicated that perceived similarity to other consumers positively influence self-image congruence and self-brand image (Hanks et al., 2017), as well as place attachment via the mediating variable of company identification (Line et al., in press). Both of these studies have indicated that the concept of homophily can be assessed via consumers' perceptions of their similarity or dissimilarity to other consumers within the consumption experience. However, these studies only provide an understanding of how these perceptions of similarity or dissimilarity influence evaluations of the experience, thus leaving a gap in the understanding of how these evaluations may differ between individuals who perceive themselves to be similar to others and individuals who perceived themselves to be dissimilar to others. Therefore, the current study seeks to fill this gap, along with further assessing the differences between various taproom visitor demographic segments.

The current study is guided by various theoretical frameworks and consumer behavior theories that inform and shape the constructs that were discussed above. Thus, the following section will provide a detailed discussion of the theoretical frameworks and

supporting theories informing the current study, proceeded by a discussion of the hypotheses development and proposed conceptual model.

## 2.12 THEORETICAL FRAMEWORKS

The overall purpose of the current study is to investigate how consumer's microbrewery taproom experiences (place-based brand experiences) can influence their feelings of place attachment and brand attachment and determine if these feelings of attachment subsequently influence consumer loyalty. Thus, this section of the literature review will discuss the theoretical framework and supporting theories of: attitude theory, consumer value theory, relationship theory, and attachment theory that frame the study. This section will start with a discussion of attitude theory and the overarching cognitive – affective – behavioral framework guiding the study. Following that is a discussion of consumer value theory, which falls under the cognitive aspect of the overall framework in the study. This is then followed by a discussion of two theories that fall under the affective aspects of the study: relationship theory and attachment theory. Finally, a discussion of how each of the supporting theories and constructs previously discussed in the literature review fall into the overall cognitive – affective – behavioral framework is provided prior to introducing the hypotheses development and proposed conceptual model guiding the study.

### 2.12.1 ATTITUDE THEORY

Researchers over the years have provided various conceptualizations and theories related to attitude that have been debated, modified and utilized to varying degrees. Perhaps the most comprehensive of these is Bagozzi's (1992) attitude theory, which proposes that the overall attitude-behavior relationship is influenced by self-regulatory



processes and follows a cognitive – affective – behavioral sequential process. Furthermore, Bagozzi (1992) contends that attitudes and intentions are related; more specifically, given certain conditions attitudes will elicit intentions. In this sense, Bagozzi's (1992) attitude theory suggests that appraisal (i.e., assessment of a specific situation) triggers emotions, which subsequently influence an individual's behavioral intentions and actual behaviors. However, to further explain the relationship between attitudes and intentions, Bagozzi (1992) utilizes Lazarus' (1991) cognitive appraisal theory of emotions (Bagozzi, 1992; Chen & Phou, 2013). Thus, the following section will provide background on Lazarus' (1991) work before further discussing Bagozzi's (1992) reformulation of attitude theory.

Lazarus (1991) proposes that emotional responses are influenced by the appraisal process of internal and situational conditions as they apply to an individual's well-being. Further, these emotional responses induce coping activities, thus Lazarus (1991) proposed the following sequential relationship process: appraisal – emotional response – coping. Here, two appraisal processes can be identified: primary and secondary. For primary appraisals, an individual assesses (1) the motivational relevance of the conditions leading to the appraisal (i.e., the importance related to the individual's goals), (2) the motivational congruence, or the extent to which the conditions help or hinder the individual to achieve their goals, and (3) the individual's ego-involvement (i.e., the importance an individual place on achieving the goal) (Bagozzi, 1992; Lazarus, 1991). Secondary appraisals relate to the resources or options for coping with the internal or situational conditions (Bagozzi, 1992). Thus, interests in secondary appraisals include, (1) crediting or blaming oneself or another for any benefit or harm, (2) belief in oneself in

regard to acting on situational conditions, (3) belief in oneself in regard to regulating internal states, and (4) expectations of uncontrollable outside forces (Bagozzi, 1992; Lazarus, 1991).

Relatedly, Lazarus (1991) proposes that depending on the situation, there are three possible outcomes that can occur, individually or in combination, as functions of the internal and external appraisal of conditions: (1) biological urges to act, (2) subjective experience (affect), and (3) physiological responses. The specific outcome or combination of outcomes that arises from the appraisal of a situation determines the resultant emotion (i.e., joy, anger, anxiety) (Bagozzi, 1992). Dependent on the specific emotion that arises, there are two possible coping responses: problem-focused or emotion-focused. In a problem-focused situation, an individual seeks to overcome or reduce the feeling of an undesirable situation (i.e., moving to a new location or ending a relationship). Whereas in an emotion-focused situation, an individual relies on cognitive strategies to reduce, tolerate or overcome an undesirable situation (i.e., denial or avoidance) (Bagozzi, 1992). While Lazarus (1991) was mostly concerned with emotions, their distinctions, and how people react to them, Bagozzi (1992) utilized the general framework of appraisal – emotional response – coping to explain the relationship between attitude and intention.

In so doing, Bagozzi (1992) introduced and defined the idea of *outcome-desire units*. An outcome is defined as an event that happens to an individual, that the individual produces, or that the individual can attempt to influence in the future. A desire is defined as a conative state (i.e., impulse or tendency) directed toward approach or avoidance, in this sense, a desire is tied to an approach or avoidance choice or intention. Bagozzi

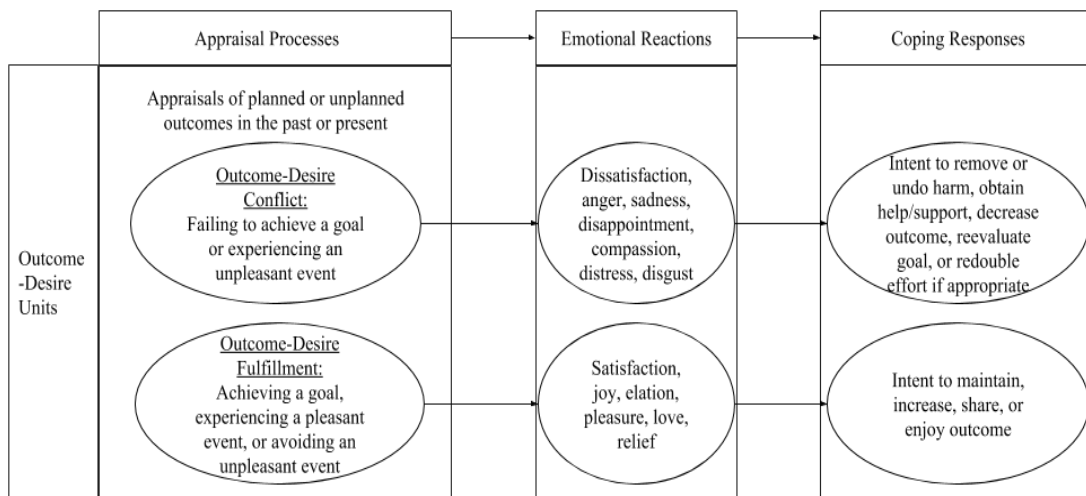
(1992) further defined outcome-desire units as representing categories of appraisals with some personal significance for an individual. There are two categories of appraisals (i.e., appraisals of planned or unplanned outcomes in the past or present, and appraisals of planned outcomes), each consisting of two sub-categories, that are of interest to attitude theory. However, the current study focuses specifically on the first category, appraisals of planned or unplanned outcomes in the past or present and its two sub-categories: outcome-desire conflict and outcome-desire fulfillment, which will be discussed further below.

Regarding appraisals of planned or unplanned outcomes in the past or present, a goal may or may not be achieved, or an event might be pleasant or unpleasant. Thus, one of the two sub-categories (i.e., reactions) can occur, outcome-desire conflict or outcome-desire fulfillment. If an individual fails to achieve a goal or experiences an unpleasant event, this would indicate an outcome-desire conflict. If the prospect of this goal was a positive one, or if the event was a negative experience, this conflict would lead to dissatisfaction or disappointment (amongst other possible negative emotional responses). Thus, various intentions are likely to arise in the individual to cope with the conflict. In this sense, the individual would be motivated to do something to alter the negative emotion they were feeling about the failure or negative experience (Bagozzi, 1992). As an example, if an individual has a negative experience while visiting a microbrewery taproom (outcome-desire conflict), they may choose to avoid that brewery's beer in the future.

However, if an individual achieves a goal or has a pleasant experience with an event, this would indicate an outcome-desire fulfillment. Such an experience would lead

to satisfaction, pleasure or joy (amongst other possible positive emotional responses). Again, specific intentions are likely to form to maintain or increase these emotional responses (Bagozzi, 1992). Considering the previous example, if an individual has a positive experience while visiting a microbrewery taproom, they would likely choose to return in the future, or purchase that brewery's beer the next time they are at a restaurant and/or retail store.

Figure 2.1 below, adapted from Bagozzi (1992), provides a graphical depiction of the relationships discussed above. The first column, appraisal processes relates to the cognitive stage in the cognitive – affective – behavioral framework. As mentioned previously these are appraisals of planned or unplanned outcomes in the past or present and the two sub-categories here are outcome-desire conflict, which would include a consumer having an unpleasant experience at the microbrewery taproom, and outcome-desire fulfillment, which would include a consumer having a pleasant experience at a microbrewery taproom.



*Figure 2.1. The Emotional Self-Regulation of the Attitude-Intention Relationship (adapted from Bagozzi, 1992)*

After an individual goes through the appraisal process, this leads to the second column, emotional reactions, which relate to the affective stage in the cognitive – affective – behavioral framework. In the case of outcome-desire conflict, this would lead to dissatisfaction, whereas in the case of outcome-desire fulfillment this would lead to satisfaction. Finally, these emotional reactions lead to the third column, coping responses, which relate to the behavioral stage in the cognitive – affective – behavioral framework. Here, if a consumer experiences dissatisfaction, they would be expected to try and decrease these feelings or separate themselves from the experience, whereas if the consumer experiences satisfaction they would be expected to maintain or increase their enjoyment of the experience. Therefore, given the goals of the current study, to assess the relationships between the various constructs discussed previously in the literature review (i.e., neolocalism, experiential value, relationship quality, place and brand attachment, place and brand loyalty) within the cognitive – affective – behavioral framework, the following sections will discuss supplementary theories that help explain and provide a basis for assessing the proposed relationships under investigation.

#### 2.12.2 CONSUMER VALUE THEORY

Holbrook (1996, 1999) defines consumer value as an interactive relativistic preference experience, typically referring to the evaluation of an object (product/service) by a subject (consumer). It is important to note that each of these four facets of consumer value: interactivity, relativism, preference judgement, and is based on the consumption experience, are all interrelated, and should not be considered as independent or mutually exclusive (Holbrook, 1999). However, Holbrook (1996, 1999) also provides a detailed explanation of each facet separately, and those explanations are provided below.

In considering the concept of consumer value to be interactive, Holbrook (1999) indicates that the value necessitates an interaction between a consumer (subject) and a product/service (object). Holbrook (1999) explains that by considering consumer value to be relativistic, he is further considering consumer value to be (a) comparative, (b) personal, and (c) situational. The comparative aspect of consumer value refers to the idea that we can only understand the value of one object in comparison to that of another object that was evaluated by the same person. Considering this explanation, it is evident how consumer value is also personal, or more specifically, how it varies from one person to another. Holbrook (1999) explains that the situational aspect indicates that consumer value depends on the context in which the consumer is evaluating and judging the object.

Holbrook (1996, 1999) indicates that the third facet of consumer value is potentially the most fundamental point, and that is, consumer value embodies a preference judgement by the consumer regarding a product or service. The final facet of consumer value as outlined by Holbrook (1996, 1999) refers to how the value does not reside only in the product, brand or object itself, but rather in the overall consumption experience. Holbrook (1999) further provides a framework that details the typology of consumer value, which contains three key dimensions: (1) extrinsic versus intrinsic value; (2) self-oriented versus other-oriented value; and (3) active versus reactive value.

In the first dimension, extrinsic value refers to a means-end relationship, where consumption is valued based on its functional or utilitarian instrumentality in providing a means to a desired end, such as the value of money as a means to purchase beer. Whereas, intrinsic value refers to an occurrence where the consumption experience itself is appreciated as an end or for its own sake, such as enjoying a day at the beach

(Holbrook, 1996). Within the second dimension, self-oriented value refers to some aspect of consumption that is prized for one's own sake, such as an individual's collection of rare craft beer or wine bottles. Whereas, other-oriented value refers to how a consumption experience is valued dependent on how it affects someone or something else, or how someone/something else reacts to it (Holbrook, 1996). An example of other-oriented value could be related to an individual choosing to drink a specific style of beer or wine to impress their peers. Finally, in the third dimension, active value refers to a consumption experience that involves things done by a consumer to or with a product, such as driving a car. Whereas, reactive value refers to a consumption experience that involves things done by a product to or with a consumer, such as when a consumer appreciatively assesses the beauty of a work of art (Holbrook, 1996).

When each of these dimensions is considered based on the dichotomies that were first introduced (active/reactive, extrinsic/intrinsic, and self-oriented/other-oriented), the three dichotomies can then be combined into a 2x2x2 cross-classification, producing the eight-celled Typology of Consumer Value shown in Table 2.3 (Holbrook, 1999).

Holbrook (1999) details how each cell in the typology signifies a specific type of value that can be realized in the consumption experience, these types are: efficiency, excellence, status, esteem, play, aesthetics, ethics, and spirituality.

*Table 2.3. Typology of Consumer Value*

		Extrinsic	Intrinsic
Self-Oriented	Active	EFFICIENCY	PLAY
	Reactive	EXCELLENCE	AESTHETICS
Other-oriented	Active	STATUS	ETHICS
	Reactive	ESTEEM	SPIRITUALITY

\*Adapted from Holbrook (1999)

As can be seen in Table 2.3, each type of value relates directly to the combination of one dimension from all three dichotomies. Thus, *efficiency* relates to an extrinsic form of value that is derived from active product usage that was engaged in to achieve a self-oriented goal. A key example of efficiency that is often most important to consumers is convenience. Convenience is also often considered based on the time that a consumer gives to using/obtaining a product or service (Leclerc & Schmitt, 1999). *Excellence* relates to an extrinsic form of value that is derived from a reactive appreciation of an object/experience that serves to achieve a self-oriented goal. Holbrook (1999) indicates that one example of the value of excellence relates to a consumer admiring (valuing) a knife because of its quality and sharpness that would indicate that it could be a good tool for chopping; however, the consumer does not need to actually use the knife in order to reactively appreciate its quality.

As indicated in Table 2.3, *status* signifies an active influence of one's own consumption as an extrinsic means toward the other-oriented end of attaining a positive response from someone else (Nozick, 1981). Holbrook (1999) indicates that consumers often choose products or consumption experiences, partially as symbols that are intended to indicate a form of status as seen by others, in what is often referred to as impression management. Similarly, *esteem* refers to the reactive appreciation of products or consumption experiences as an extrinsic means of enhancing one's other-oriented image (Bond, 1983). An example that is provided by Richins (1999) is that of an individual who tends to be materialistic in nature. A more specific example could be an individual who collects expensive or rare works of art, simply because they imply a certain standard of living consistent with a specific status in their community (Holbrook, 1999).



The fifth form of value, *play*, refers to an intrinsically motivated, self-oriented experience one actively engages in, which typically refers to having fun (Huizinga, 1950). A key distinction here is that these consumption experiences or the products being used are being engaged as a form of leisure rather than work (Holbrook, 1996). An example could be when an individual decides to play a round of golf as a leisure activity.

*Aesthetic* refers to an intrinsic, self-oriented form of value that relies on a reactive appreciation of a consumption experience or product, or another way of understanding aesthetic relates to an individual's reactive perception of something they find beautiful (Wagner, 1999). The key differentiation here is that the aesthetic value of a product or consumption experience is enjoyed strictly for its own sake, and not for any other practical purpose that might help with achieving another goal (Holbrook, 1999).

*Ethics* refers to the intrinsic, active and other-oriented form of value that involves engaging in a consumption experience or purchasing a product with a concern for how it will affect others or how they will react to it. In this sense, the consumption experience or products purchased are valued for their own sake as ends in themselves (Holbrook, 1999; Smith, 1999). One specific example could be when an individual chooses to donate an additional sum of money when checking out at a grocery store for the sake of helping those in need. The final form of consumer value, *spirituality*, refers to the intrinsically motivated, reactive appreciation of some other. In this sense, the other may be considered as a divine power, cosmic force, mystical entity or even an inner being. Thus, an individual engages in a consumption experience as an end that is valued for its own sake (Holbrook, 1996, 1999).

Given this detailed discussion and understanding of consumer value, Mathwick et al. (2001) further distinguished and developed a typology of experiential value, which focuses specifically on the active/reactive and extrinsic/intrinsic dimensions of the self-oriented portion of Holbrook's (1999) typology of consumer value. The experiential value scale (EVS) was originally developed by Mathwick et al. (2001) as a tool to assess the retail shopping experience in a manner that extends beyond the traditionally studied aspects of price and quality, and relies on four forms of experiential value: playfulness, consumer return on investment (CROI), aesthetics and excellence.

As Mathwick et al. (2001) were focused on the experiential value of a retail shopping experience, the authors offered specific examples of each form of value within the retail context. For instance, a consumer may experience CROI when they are able to enter a store and find the product they are looking for quickly and at a price they perceive to be affordable. Service excellence could refer to a shopping experience where a consumer engages with a service employee who is able to find them an item that fits their exact needs. Playfulness within the retail context can relate directly to a consumer who actively engages in and enjoys window shopping as a means to escape from the demands of day-to-day life. Finally, aesthetic value could relate to a consumption experience in which a consumer appreciates the visual appeal of the retail setting and engages in shopping for the entertainment it provides them.

The EVS has been recently utilized by researchers in the food and beverage industry to further assess the experiential value of the restaurant experience (Jin et al., 2013). Specifically, Wu and Liang (2009) utilized the EVS to assess how experiential value influenced consumer satisfaction in luxury-hotel restaurants. Results indicated that

the four elements of the EVS all had a significant positive influence on customer satisfaction. Similarly, Jin et al. (2013) assessed the influence of experiential value on relationship quality and the subsequent influence of relationship quality on customer loyalty in full-service restaurants. Interestingly, results of their study indicated that three of the four elements (i.e., CROI, aesthetics and service excellence) of the EVS had a significant positive influence on relationship quality, while escapism (i.e., playfulness) had a significant negative influence on relationship quality. In a separate study, Chua et al. (2014) found that all four elements of the EVS had a significant positive influence on consumers' behavioral intentions in full-service restaurants.

Thus, the current study will utilize the EVS to assess which aspects of the microbrewery taproom experience influence consumer behavior. Furthermore, previous research has indicated that positive experiences that provide consumers some form of value can have an influence on the relationship between the consumer and the brand, and more specifically can influence relationship quality (i.e., satisfaction and trust) (Jin et al., 2013; Wu & Liang, 2009). Thus, the following section will provide a discussion of relationship theory and the consumer-brand relationship typology.

#### 2.12.4 RELATIONSHIP THEORY & CONSUMER-BRAND RELATIONSHIPS

Nash (1988) indicates that as humans are a social species, they have a network of social relationships that are central to their lives, and the capacity for such relationships appear to be a fundamental part of human nature. According to Hinde (1979), a relationship implies some type of intermittent interaction between two people, involving interchanges over time, and these interchanges have some degree of mutuality. In this sense, mutuality refers to how the behavior of one relationship partner takes some

account of the behavior of the other relationship partner (Hinde, 1979). Further, Hinde (1995) provides four core conditions that explain relationships in an interpersonal context.

The first condition indicates that relationships involve reciprocal exchange between active and interdependent partners. Support for this condition is provided by an earlier study where Hinde (1979) indicated that for a relationship to truly exist, partners must collectively affect, define, and redefine the relationship. The second condition indicated that relationships are purposive, and at their core involve provisions of meanings to the persons who engage in them. In this sense, relationships add and structure meanings in a person's life (Hinde, 1995). Furthermore, the development of personality depends greatly on relationships formed with others (Kelly, 1986). As such, meaningful relationships can change and/or reinforce an individual's self-concept (Aron & Aron, 1996; Aron, Paris, & Aron, 1995).

The third condition indicates that relationships are multiplex phenomena in that they range across several dimensions and take many forms, providing a range of possible benefits for participants. In this regard, research on relationships have indicated that there are various forms of relationships including: parent-child, friendship, and intimate, amongst others (Duck, 1988; Hinde, 1979). As there are numerous forms of relationships, researchers have suggested that relationships are typically distinguished by the nature of the benefits they provide to the participants (Weiss, 1974; Wright, 1974). Relatedly, the types of bonds that tie participants together are also used to distinguish relationships (Fournier, 1998). These bonds can be substantively based (i.e., task-driven, obligation, or investment bonds), or emotionally based which are distinguished by a range in intensity

from superficial affect to simple liking, friendly affection, passionate love, and addictive obsession (Fehr & Russell, 1991; Sternberg, 1986). Wish, Deutsch, and Kaplan (1976) outline further relationship dimensions that include, kin (non-voluntary) versus non-kin (voluntary), formal (role-related) versus informal, equal versus unequal, and friendly versus hostile.

The fourth condition of relationships indicates that relationships are process phenomena in that they evolve and change over a series of interactions and in response to fluctuations in the contextual environment. In this sense, Hinde (1979) indicated that a relationship refers to a series of interactions in time, and to the potential for such a series to occur. Relationships are seldom static, and each interaction may affect the course of future ones; further, relationships always exist in a social context, and cannot be understood without reference to that context (Hinde, 1979). The continuous process of relationship development is often broken down into smaller growth segments, such as the five-phase model provided by Levinger (1983) that includes initiation, growth, maintenance, deterioration, and dissolution. It is important to note that each stage in this model represents one interval in a series of changes in type (i.e., evolution from friends to lovers) or level of intensity (i.e., increase/decrease in emotional involvement) (Levinger, 1983).

Drawing on this understanding of interpersonal relationships, Fournier (1998) introduced the consumer-brand relationship typology and provided evidence of how brands can and do meet each of these criteria and therefore can provide the context for a relationship. Thus, the following section will provide a discussion of the theoretical

support for consumer-brand relationships (Fournier, 1998) and how brands meet the relationship conditions outlined by Hinde (1995).

#### 2.12.4.1 CONSUMER-BRAND RELATIONSHIPS

Regarding the first condition, relationships involving reciprocal exchange between active and interdependent partners, Fournier (1998) provided evidence supporting the idea of brands acting as relationship partners. Fournier (1998) indicated that while it is easily accepted that consumer actions affect relationship formation and dynamics, it can be more challenging to consider the brand as an active, contributing partner in a relationship. However, Fournier (1998) explained that by focusing on the ways in which brands are animated, humanized or personalized, an argument can be made for the brand as a partner. Similarly, researchers have found that consumers indicate no difficulties in: consistently assigning personality qualities to inanimate brand objects (Aaker, 1997), thinking about brands as if they were human characters (Levy, 1985; Plummer, 1985), or assuming the perspective of the brand to articulate their own relationship views (Blackston, 1993). Considering consumer's tendencies to animate products along with their acceptance of advertisers' humanizations of brands, indicates the potential acceptance of brands as viable relationship partners (Fournier, 1998).

The second condition refers to how relationships are purposive, involving the provision of meanings to the persons who engage them. Fournier (1998) points out that, while it may seem contentious to claim that deeply rooted identity concerns can be reflected in trivial everyday brand behavior, previous research has suggested that the most central meanings to life are contained within this level of ordinary experience (Bourdieu, 1984; Fiske, 1992; Tennen, Suls, & Affleck, 1991). Furthermore, results of

Fournier's (1998) study on how consumers form relationships with brands, indicated that brands were shown to serve as strong repositories of purposive meaning and aided in the substantiation, creating, and (re)production of concepts of self.

The third condition refers to how relationships often vary in form, and how relationships are often distinguished by the nature of the benefits they provide their participants (Weiss, 1974; Wright, 1974). As previously discussed, relationships can also be distinguished by the type of bonds that bring participants together (Fournier, 1998). Relatedly, results of Fournier's (1998) study indicated that the patterns found in the consumer-brand relationships varied in their durability, importance, emotional quality and commitment levels.

The fourth condition refers to how relationships are comprised of repeated exchanges between partners, and they evolve in response to these interactions and any changes in the contextual environment. As previously discussed, researchers typically break down this growth and evolution of relationships into smaller segments (Levinger, 1983), and each segment refers to a change in type or level of intensity in a relationship (Fournier, 1998). Findings of Fournier (1998) further supported this notion, as the patterns found in the consumer-brand relationships differed in level, content, and intensity. Thus, drawing on an understanding of relationship theory and how relationships are formed and evolve over time, findings of the work done by Fournier (1998) provides support for the concept of consumer-brand relationships.

Along with providing support for consumer-brand relationships Fournier (1998) also indicated that it is important to further assess the overall relationship quality between consumers and brands. As discussed in Section 2.7, relationship quality refers to a

consumer's perceptions of how well their relationship with a service provider fulfills their expectations, predictions, goals and desires (Crosby et al., 1990; Jarvelin & Lehtinen, 1996; Wong & Sohal, 2002). Crosby et al. (1990) suggest that relationship quality affords service providers leverage based on consumers' previous experiences, alleviating risk perceptions. Accordingly, high-quality relationships indicate consumers trust service providers because past performance has satisfied expectations (Wong & Sohal, 2002). Thus, relationship quality has been conceptualized as a higher-order construct composed of satisfaction and trust (Crosby et al., 1990; Kim et al., 2006). Furthermore, as discussed in Section 2.7 previous studies have indicated that relationship quality and its two components, satisfaction and trust, can directly influence attachment (Hou et al., 2005; Vlachos et al., 2010). Relatedly, past research has indicated that the concept of a relationship subsumes the concept of attachment (Hinde, 1979), and attachment can be viewed as a subset of relationship behaviors (Nash, 1988). Thus, the following section will provide a discussion of attachment theory.

#### 2.12.5 ATTACHMENT THEORY

Research regarding attachment was first introduced by Bowlby (1979, 1980) in the context of parent-infant relationships. Bowlby (1979) indicates that an attachment is an emotion-laden, target-specific bond between a person and a specific object. Attachments often vary in strength, with stronger attachments being associated with stronger feelings of connection, affection, love and passion (Bowlby, 1979; Brennan, Clark, & Shaver, 1998; Collins & Read, 1994; Sternberg, 1987). The desire to make strong emotional attachments serves a basic human need, often starting with a child's attachment to their parents, continuing into adulthood with romantic relationships, and

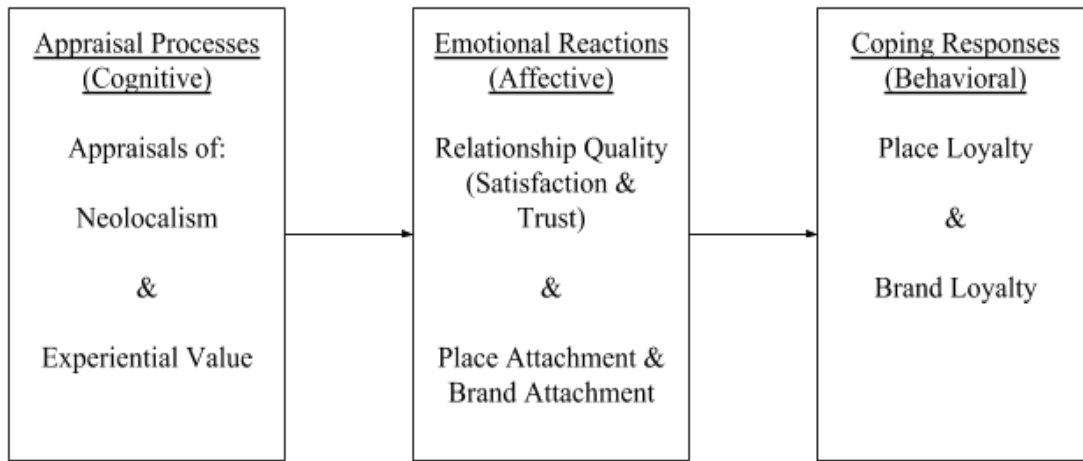


friendships (Bowlby, 1979, 1980; Hazan & Shaver, 1994; Trinke & Bartholomew, 1997; Weiss, 1988).

Research suggests there are multiple behaviors that indicate the existence of strong attachments (Bowlby, 1980; Hazan & Zeifman, 1999). Thomson, MacInnis, and Park (2005) indicate that the stronger one's attachment to an object, the more likely one is to maintain proximity to the object. Relatedly, when individuals experience stress, they often seek physical or psychological protection from an attachment object. Further, distress can occur when individuals experience real or threatened separation from an attachment object (Thomson et al., 2005).

Previous studies have found that emotional attachments can occur between people and various objects, including pets (Hirschman, 1994), places (Chen & Phou, 2013; Hidalgo & Hernandez, 2001; Gross & Brown, 2006; Orth, Stockl, Veale, Brouard, Cavicchi, Faraoni, Larreina, Lecat, Olsen, Rodriguez-Santos, Santini & Wilson, 2012; Yuksel, Yuksel, & Bilim, 2010), celebrities (Adams-Price & Greene, 1990), and brands (Esch, Langner, Schmitt & Geus, 2006; Hyun & Kim, 2014; Schouten & McAlexander, 1995). Relatedly, studies have found that individuals' emotional attachments can predict their commitment to a relationship with the attachment object (Thomson et al., 2005). Further, Garbarino and Johnson (1999) indicate that loyalty is considered a relevant and strong indicator of commitment, and studies have indicated that attachment is a strong predictor of loyalty (Chen & Phou, 2013; Esch et al., 2006; Orth et al., 2012; Yuksel et al., 2010). More specifically, studies regarding place-based brands have indicated that place attachment and brand attachment can directly influence place loyalty and brand loyalty (Cardinale et al., 2016; Chen & Phou, 2013; Orth et al., 2012; Yuksel et al.,

2010). Thus, guided by the theoretical frameworks and theories discussed above, the current study aims to assess how consumer's microbrewery taproom experiences (i.e., place-based brand experiences) influence relationship quality, place attachment and brand attachment, and subsequent place and brand loyalty. Further, drawing from the cognitive – affective – behavioral framework outlined by Bagozzi (1992) (see Figure 2.1), the current study seeks to assess the relationships depicted in Figure 2.2 below.



*Figure 2.2. Cognitive-Affective-Behavioral Relationship Framework*

It is important to note that the relationships depicted in Figure 2.2 assume that the appraisal processes (cognitive) fall under outcome-desire fulfillment as depicted in Figure 2.1 (Bagozzi, 1992). The following section provides a discussion of the current study's hypotheses and conceptual model development.

## 2.13 HYPOTHESES AND CONCEPTUAL MODEL DEVELOPMENT

Given the understanding of the underlying theories guiding the current study and the relationships depicted in Figure 2.2, a number of hypotheses have been developed and will be assessed. The development of these hypotheses led to an overall conceptual model that follows and adds value to the cognitive-affective-behavioral framework proposed by Bagozzi (1992). The first set of hypotheses relate to cognitive appraisals of neolocalism

and experiential value and their influence on the affective feelings of relationship quality (i.e., satisfaction and trust). The second set of hypotheses relate to further affective feelings, the understanding of relationship theory as discussed in Section 2.12.4 on the influence of the two components of relationship quality, satisfaction and trust, on attachment (i.e., place attachment and brand attachment). The third set of hypotheses relates to how the affective feelings of place attachment and brand attachment influence the behavioral responses of loyalty (i.e., place loyalty and brand loyalty). The final set of hypotheses relates to the moderating roles of the four consumer segmentation variables discussed in Section 2.11 and their influence on the relationships proposed in the conceptual model.

#### 2.13.1 HYPOTHESIS ONE

As previous research has indicated, the success of the craft beer industry and microbreweries is distinctly tied to the neolocalism movement, consumers' desires to reconnect with local communities, and consumers' active seeking out of authentic and unique local experiences and products (Flack, 1997; Schnell & Reese, 2003; Shortridge, 1996). Similarly, studies have indicated that microbreweries deliberately play on their connections to the local community through naming, branding and marketing schemes (Holtkamp et al., 2016; Schnell & Reese, 2003). Furthermore, Reid et al., (2014) indicated that the overall craft beer industry interests those individuals who are seeking locally made food and beverages, that include local ingredients and are made by locals (residents) who have a vested interest in the local community.

However, even though previous studies have pointed to the importance of neolocalism to the success of microbreweries, only two studies (Murray & Kline, 2015;

Taylor, Jr. & DiPietro, 2017) have actually assessed the role of neolocalism from the consumers' point of view. In both of these studies, the authors looked at the motivational role that items related to neolocalism had on consumers' decision to visit microbrewery taprooms. Furthermore, Murray and Kline (2015) found that consumers who were motivated to visit microbrewery taprooms because of the connection to the local community (i.e., neolocalism aspects of the microbrewery) had a direct positive influence on consumers' loyalty to the microbrewery taproom. Thus, the findings of Murray and Kline (2015) provide some evidence of the potential relationship between perceptions of neolocalism and relationship quality (i.e., satisfaction and trust), as previous studies have indicated that loyalty is a direct outcome from relationship quality (Chen and Phou, 2013; Jin et al., 2012).

As such, the current study seeks to further assess gaps in the literature by directly assessing the potential influence consumers' perceptions of the neolocalism aspects of the microbrewery have on their relationship quality toward the microbrewery taproom. To do so, the current study draws on: (1) previous findings on the importance of neolocalism to the success of the craft beer industry (Flack, 1997, Holtkamp et al., 2016; Reid et al., 2014; Schnell & Reese, 2003; Shortridge, 1996), (2) an understanding of attitude theory which suggest that cognitive knowledge influences affective outcomes (Bagozzi, 1992), and (3) consumer value theory (Holbrook, 1996), experiential value (Mathwick et al., 2001, Jin et al., 2013) and relationship theory (Hinde, 1979; Fournier, 1998) which suggest that when consumers perceive an experience to be of value it can positively influence satisfaction and trust (i.e., relationship quality). Thus, the following hypothesis is proposed:

*Hypothesis 1:* Perceived neolocalism has a direct positive influence on relationship quality.

#### 2.13.2 HYPOTHESIS TWO

While previous studies have indicated the importance of neolocalism regarding the success of microbreweries (Flack, 1997; Holtkamp et al., 2016; Schnell, 2013; Schnell & Reese, 2003; Shortridge, 1996) it is still important for microbreweries to provide consumers with an enjoyable experience that will drive their interest in returning. Furthermore, studies have suggested that consumers are increasingly seeking these experiences along with good products and service (Pine & Gilmore, 1998). Relatedly, research within the foodservice and retail industries have suggested that practitioners should ensure that the overall service experience delivers value to consumers, if they want to turn a one-time consumer into a loyal one (Jin et al., 2013; Mathwick et al., 2001). In order to assess consumers' perceptions of the experiential aspects of consumption, and more specifically perceptions of the experiential value of consumption experiences, Mathwick et al. (2010) developed the experiential value scale (EVS).

Subsequently, the EVS has been utilized in studies of the retail and foodservice industries to assess how consumers' perceptions of experiential value influence their evaluations of service encounters (Keng et al., 2007; Wu & Liang, 2009), relationship quality (Jin et al., 2013), and satisfaction (Wu & Liang, 2009). Relatedly, numerous studies within the foodservice industry have indicated that the various components of experiential value (i.e., CROI, excellence, playfulness, and aesthetics) influence consumer satisfaction, trust and behavioral intentions (Jin et al., 2013; Kim et al., 2006; Kivela et al., 2000; Ryu & Han, 2010; Wu & Liang, 2009).

Direct support for the influence of three forms of experiential value (i.e., CROI, excellence and aesthetics) on relationship quality was found by Jin et al. (2013). Interestingly, the authors found that escapism (i.e., playfulness) had a direct negative impact on relationship quality. The authors suggested that this could be related to the overall consumption experience within a restaurant and the communal aspects of the experience (Jin et al., 2013). However, given the context of the current study and the nature of the consumption experience (i.e., visiting a taproom and consuming beer), it is suggested that playfulness (i.e., escapism and enjoyment) may have a positive influence on relationship quality. Thus, given the understanding of the importance of experiential value within the consumption experience and its potential influence on relationship quality, comprised of satisfaction and trust in the current study, the following hypotheses are proposed:

*Hypothesis 2a:* CROI has a direct positive influence on relationship quality.

*Hypothesis 2b:* Excellence has a direct positive influence on relationship quality.

*Hypothesis 2c:* Playfulness has a direct positive influence on relationship quality.

*Hypothesis 2d:* Aesthetics has a direct positive influence on relationship quality.

### 2.13.3 HYPOTHESES THREE AND FOUR

Previous studies have indicated that positive experiences with products, brands and places can lead to a further affective outcome of consumer attachment (Cardinale et al., 2016; Chen & Phou, 2013; Esch et al., 2006; Orth et al., 2012; Vlachos et al., 2010). More specifically, Cardinale et al. (2016) indicated that if consumers' place-based brand experiences are positive this can positively influence consumers' place attachment. Similarly, Orth et al. (2012) found that satisfaction with a place-based brand tourism

experience can positively influence brand attachment via the mediating variable of brand-related attributions.

Utilizing attitude theory and relationship theory as underlying frameworks, Chen and Phou (2013) found that satisfaction and trust for a destination positively influenced consumers' destination (place) attachment. Furthermore, studies by Esch et al. (2006) and Vlachos et al. (2010) suggest that if consumers are satisfied with and have trust in a brand, or if the relationship quality between the consumer and brand is strong, this can lead to an emotional attachment of the consumer toward the brand. Relatedly, studies have indicated that from a theoretical standpoint, brand attachment is related to repeated satisfactory experiences (Orth et al., 2010), connections to self-identity (Park et al., 2010), and a strong positive affect toward the brand (Thomson et al., 2005). In sum, there is strong theoretical and empirical support for the relationship between relationship quality (i.e., satisfaction and trust) and attachment toward places and brands (Orth et al., 2012). Thus, the following hypotheses are proposed:

*Hypothesis 3:* Relationship quality has a direct positive influence on place attachment.

*Hypothesis 4:* Relationship quality has a direct positive influence on brand attachment.

#### 2.13.4 HYPOTHESIS FIVE

Studies of place-based brands have indicated that the experience an individual has with the brand is only part of the overall experience that individual has with the place (Cardinale et al., 2016; Orth et al., 2012). Therefore, if the experience with the place and the experience with the place-based brand are both positive, the individual may attribute the positive experience with the place-based brand to the place, due to the connection of the brand to the place (Orth et al., 2012). Thus, suggesting that place attachment may

positively influence brand attachment. From a theoretical standpoint, studies have indicated that place identity and brand identity are theoretically linked to one's own identification with a place or brand (Esch et al., 2006; Gross & Brown, 2006; Park et al., 2010; Thomson et al., 2005; Yuksel et al., 2010).

Relatedly, Orth et al. (2012) found that place attachment positively influenced the relationship between satisfaction and place-based brand attributions, which subsequently positively influenced place-based brand attachment. Similarly, studies of sport team identity have provided further theoretical support for the influence of place attachment on brand attachment. More specifically, a study of university students found that students' state and city identity positively influenced their university identity and subsequent team identity (Heere, Walker, Yoshida, Ko, Jordan, & James, 2011). From a theoretical standpoint, state and city identity can be linked to place attachment, while university and team identity can be linked to brand attachment.

Conversely, a study by Kim (2010) indicated that consumers' emotional attachment to a television series (brand attachment) subsequently developed a sense of place attachment to the location where the series was filmed. Thus, indicating some disagreement in the understanding of how place attachment and brand attachment are related. However, drawing on the suggestions of Cardinale et al. (2016) and Orth et al. (2010), that place-based brand experiences comprise only a portion of the overall experience an individual has with a place or destination location, the current study intends to add to the research by proposing the following hypothesis:

*Hypothesis 5:* Place attachment has a direct positive influence on brand attachment.



#### 2.13.5 HYPOTHESES SIX AND SEVEN

Past research has shown that consumers' place attachment has a direct influence on their place loyalty (Cardinale et al., 2016; Chen & Phou, 2013). Relatedly, studies of place-based brands have indicated that positive place-based brand experiences can lead to place attachment, place loyalty, brand attachment and brand loyalty (Cardinale et al., 2016; Orth et al., 2012). Furthermore, as noted previously, Orth et al. (2010) suggest that if the experience with the place and the experience with the place-based brand are both positive, an individual may attribute the positive experience with the place-based brand to the place, due to the connection of the brand to the place. Therefore, as place attachment has been found to have a direct influence on place loyalty (Cardinale et al., 2016; Chen & Phou, 2013), place attachment may also have a direct influence on brand loyalty, especially in the context of place-based brands. Thus, the following hypotheses are proposed:

*Hypothesis 6:* Place attachment has a direct positive influence on place loyalty.

*Hypothesis 7:* Place attachment has a direct positive influence on brand loyalty.

#### 2.13.6 HYPOTHESES EIGHT AND NINE

As noted above, studies have shown empirical support for the direct influence of consumers' place attachment on their place loyalty (Cardinale et al., 2016; Chen & Phou, 2013). Similarly, studies have provided empirical support for the direct influence of consumers' brand attachment and their brand loyalty (Esch et al., 2006; Orth et al., 2010; Thomson et al., 2005). Furthermore, previous studies of place-based brands have indicated that consumers' attachment to the brand is reliant on the connection that the brand shares with the place, and this has been shown to have a direct influence on brand

loyalty (Cardinale et al., 2016; Orth et al., 2010). Furthermore, even though previous studies have not directly assessed the potential influence that brand attachment has on place loyalty, based on previous studies and the connections between attachment and loyalty (Cardinale et al., 2016; Orth et al., 2012), there is theoretical support for the notion that attachment toward a place-based brand, which is tied to an attachment to the place can lead to a positive influence on loyalty to the place. Thus, the current study intends to add to the research by proposing the following hypotheses:

*Hypothesis 8:* Brand attachment has a direct positive influence on place loyalty.

*Hypothesis 9:* Brand attachment has a direct positive influence on brand loyalty.

#### 2.13.7 HYPOTHESIS TEN

Drawing again on studies of place-based brands, it is understood that the experience an individual has with the brand is only part of the overall experience that individual has with the place (Cardinale et al., 2016; Orth et al., 2012). Relatedly, if the experience with the place and the experience with the place-based brand are both positive, the individual may attribute the positive experience with the place-based brand to the place, due to the connection of the brand to the place (Orth et al., 2012). Thus, given the links previously discussed between place-based brands and place, as well as the theoretical support for the direct influence of place attachment on brand attachment and brand loyalty, it is suggested that place loyalty may also directly influence brand loyalty. Therefore, the following hypothesis is proposed:

*Hypothesis 10:* Place loyalty has a direct positive influence on brand loyalty.

#### 2.13.8 HYPOTHESES ELEVEN, TWELVE, THIRTEEN AND FOURTEEN

Finally, previous studies of microbrewery taproom visitors have indicated that taprooms draw various consumer types, and these various consumers differ in their motivations and desires, as well as in their evaluations of the experience at the taproom (Kraftchick et al., 2014; Murray & Kline, 2015). Similarly, studies have shown that consumers' emotional attachments to places and brands and their subsequent place and brand loyalty can differ based on the number of interactions with the place or brand (Cardinale et al., 2016; Esch et al., 2006), and the perceived connection of the brand to the place (Orth et al., 2010). Similarly, past studies have suggested that consumer's level of involvement with products, as well as their desires for unique consumer products (DUCP) and desires for authentic experiences can influence their perceptions of consumption experiences and their subsequent consumer behaviors (Brown et al., 2006; Kim et al., 2009; Mittal, 1995; Murray & Kline, 2015; Zaichkowsky, 1985). More specifically, studies that have segmented consumers using involvement have found that motivations, perceptions, evaluations and behaviors tend to differ based on self-reported levels of involvement (Brown et al., 2006; Charters & Ali-Knight, 2002). Similarly, studies regarding DUCP and authentic experiences have suggested that consumers tend to differ in their levels of desire for unique consumer products and authentic experiences (Lynn & Harris, 1997; Murray & Kline, 2015).

Relatedly, studies have indicated that consumers have tendencies to prefer engaging in experiences where others are perceived to be similar to them, and this perceived similarity can influence their overall evaluation of the experience (Hanks et al., 2017; Line et al., in press). However, even as recent studies have indicated that a

consumer's perception of their similarity to other consumers can influence their evaluation of a consumption experience, they have not directly indicated if consumers who differ in their perceived similarity to others also differ in their evaluations of the consumption experience. Therefore, drawing on the understandings of the potential differences in microbrewery taproom visitors and the potential influences of consumer perceptions of their perceived similarity to other consumers, the current study seeks to assess if differences in perceived similarity can influence evaluations of the consumption experience and subsequent consumer behaviors.

Given that previous studies have indicated that perceptions and evaluations of consumption experiences, as well as subsequent consumer behaviors can differ between various consumer segments, four final hypotheses are proposed:

*Hypothesis 11:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer involvement with craft beer.

*Hypothesis 12:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's desire for unique consumer products (DUCP).

*Hypothesis 13:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's desire for authentic experiences.

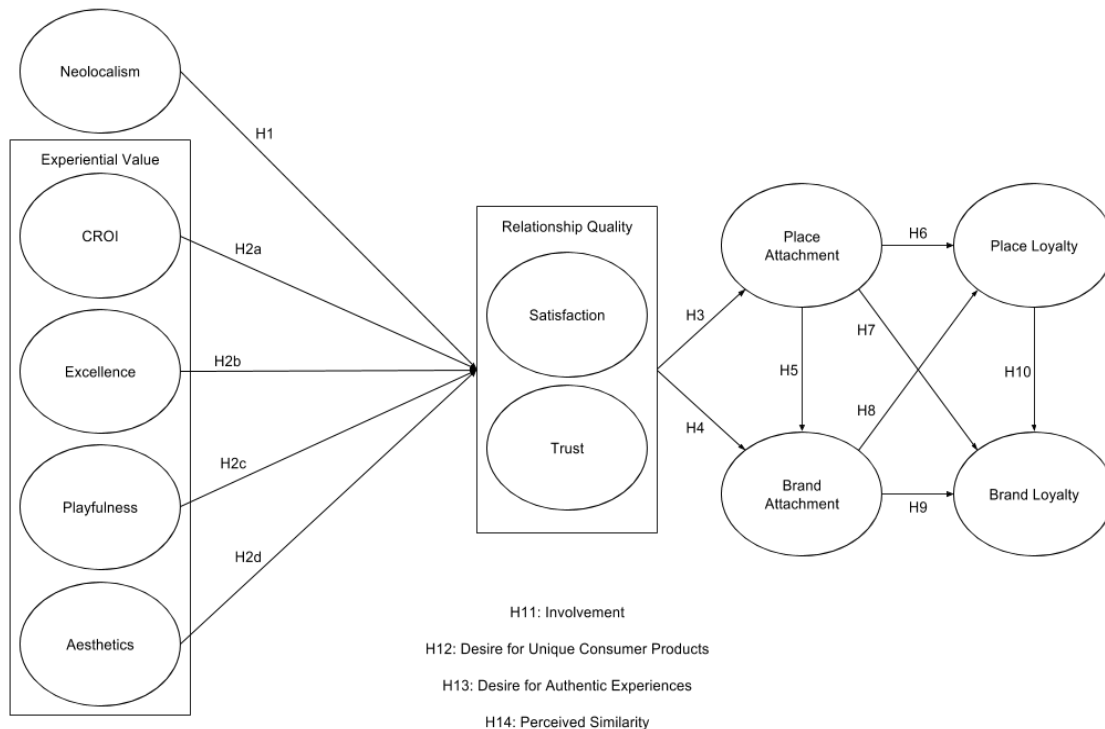
*Hypothesis 14:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's perceptions of their similarity to other consumers.

The proposed conceptual model to be tested in this study (See Figure 2.3 below) builds from existing theoretical frameworks, variables, and latent constructs that were discussed at length in the literature review. The proposed model should help contribute to the overall understanding of consumer behavior as it relates to place-based brands, more specifically, how the neolocalism and experiential value aspects of microbrewery taprooms influence consumers' emotional attachments and loyalty to place and brand. Drawing from research related to consumer value theory, relationship theory and attachment theory, each of the proposed relationships is placed within the overall cognitive – affective – behavioral framework of attitude theory. Thus, it is posited that cognitive antecedents of perceived neolocalism and experiential value will influence the affective outcome of relationship quality (i.e., satisfaction and trust), which will influence the further affective outcomes of place attachment and brand attachment, subsequently influencing the final behavioral outcomes of place loyalty and brand loyalty. Further, the model builds on the current understanding of place-based brands, and how consumer perceptions of the ties between microbreweries and the local community, as well as the experiential value of the taproom experience, influence place and brand attachment, subsequently influencing place and brand loyalty.

## 2.14 CHAPTER SUMMARY

This chapter was comprised of a discussion of the variables and constructs under examination, as well as the theoretical frameworks guiding the current study. First, a discussion of the craft beer industry, craft breweries, and the importance of the neolocalism movement was presented. Next, a discussion of place-based brands was provided, along with an explanation of how microbreweries fit into an extended

conceptualization of place-based brands. This was followed by sections on microbrewery taproom experiences and the growing industry of beverage tourism, wine tourism, and then specifically beer tourism and beer tourists. Next, discussions of the relevant constructs of: experiential value, relationship quality, place attachment, brand attachment, consumer loyalty were provided. This was followed by a discussion of consumer segmentation and the segmentation variables of involvement, perceived similarity to others, desire for unique consumer products, and desire for authentic experiences. Next, the theoretical framework and supporting theories guiding this study were outlined. Finally, a discussion of the development of the study’s hypotheses and conceptual model was provided (Figure 2.3). The next chapter presents the methodology and data analysis procedures for the current study.



*Figure 2.3. Conceptual Model & Hypothesized Relationships*

## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

As the overall purpose of this study was to investigate how consumer's microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand and determine if these feelings of attachment subsequently influence consumer loyalty, a quantitative approach was used. A quantitative approach was deemed appropriate due to the assessment of latent variables and the research goals of generalizing findings to a larger population of consumers (Cresswell, 2009; Sirakaya-Turk & Uysal, 2011). The following section describes the methodology that was utilized to answer the following research questions:

- 1) To what extent do visitors' perceptions of their microbrewery taproom experiences influence their relationship quality with the microbrewery taproom?
- 2) To what extent does visitors relationship quality with the microbrewery taproom influence their place attachment and brand attachment?
- 3) To what extent do visitors' place attachment influence their brand attachment, place loyalty and brand loyalty?
- 4) To what extent do visitors' brand attachment influence their place loyalty and brand loyalty?
- 5) To what extent do visitors' place loyalty influence their brand loyalty?
- 6) To what extent do these relationships differ between various consumer segments?

To properly answer these questions, a conceptual model (Figure 2.3), which is based on the theoretical frameworks previously discussed, was developed to test the hypothesized relationships under investigation. The current study employed a quantitative research design utilizing data collected via a survey questionnaire. A survey research design was chosen as it provides a quantitative or numeric description of trends, attitudes or opinions of a population via an assessment of a sample of the population. Further, through the results, the researcher can generalize findings to the larger population (Cresswell, 2009; Sirakaya-Turk & Uysal, 2011). This chapter discusses the research design and the method of data collection and analyses that were used to answer the specific research questions outlined above and to ultimately achieve the primary research objective: to investigate how consumers' microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand, and if these feelings of attachment subsequently influence consumer loyalty (i.e., place loyalty and brand loyalty).

The remainder of this chapter is broken down into five sections: first, a discussion of the survey instrument development; second, a discussion of the instrument pre-test and pilot study; third, a discussion of the main data collection procedures; fourth, a discussion of the data analyses methods and procedures used for the study, and; finally, a summary of the chapter is provided.

### 3.2 INSTRUMENT DEVELOPMENT

Survey data was used to measure and assess all of the variables and constructs in the study: neolocalism, experiential value (i.e., playfulness, CROI, excellence, and aesthetics), relationship quality (i.e., satisfaction and trust), place attachment, brand



attachment, place loyalty, brand loyalty, involvement, perceived similarity to others, desire for unique consumer products, and desire for authentic experiences. To properly assess all latent and observed variables in the conceptual model, a survey instrument was developed based on previously tested and reliable measurement items and valid constructs.

The current study also utilized a two-step data collection procedure, employing a pilot study before conducting the main study. A pilot study was conducted prior to the main data collection in order to determine errors or revisions that needed to be made to the survey (Litwin, 1995). Although the study utilized previously established constructs and measurement items that had been tested for reliability and validity, it is possible that given the context of the current study, the previously established items may not all fit. The following section discusses the constructs and measurement items from which the survey instrument was adapted.

The first independent variable in the study, neolocalism, was assessed based on six items adapted from Holtkamp et al. (2016). These six items were comprised of: three items related to the microbrewery's use of local names and/or images in marketing and branding; one item related to the microbrewery's environmental sustainability practices; and two items related to the microbrewery's social and community engagement. It is important to note, that while Holtkamp et al. (2016) developed these items to assess neolocalism in microbreweries, the authors did not assess consumer perceptions of these items originally, nor did they provide an analysis of the validity or reliability of the items. Therefore, the pilot study was able to assess the reliability and validity of the items prior to the main study being conducted.

The second independent variable in the study, experiential value, was assessed via 18 items adapted from Mathwick et al. (2001), Jin et al. (2013), Kim (2002), and Keng et al. (2007), as well as two original items regarding product excellence. More specifically, six items related to CROI (efficiency  $\alpha=.74$  and economic value  $\alpha=.78$ ) (Mathwick et al., 2001); six excellence items (three service excellence items  $\alpha=.89$  adopted from Jin et al., (2013), and three product excellence items, one adopted from Keng et al., 2007, plus two original items); four items related to playfulness (escapism  $\alpha=.79$  and enjoyment  $\alpha=.73$ ) (Mathwick et al., 2001); and four items related to aesthetics (visual appeal  $\alpha=.92$  and entertainment value  $\alpha=.88$ ) (Mathwick et al., 2001).

Regarding relationship quality, five items were adapted from Jin et al. (2013) ( $\alpha=.93$ ). As relationship quality is a second-order factor, comprised of the two first-order factors, satisfaction and trust, three of these items relate to satisfaction and two items relate to trust.

Regarding place attachment, nine items were adapted from Yuksel et al. (2010). These nine items are comprised of three items regarding place dependence ( $\alpha=.86$ ); three items regarding place affect ( $\alpha=.88$ ); and three items regarding place identity ( $\alpha=.78$ ). Ten items were adapted from Thomson et al. (2005) to assess brand attachment ( $\alpha=.77$ ). Specifically, four items regarding affection, three items regarding passion, and three items regarding connection. To assess consumers' place loyalty and brand loyalty, four items were adapted from Chaudhuri and Holbrook (2001) and So, King, Sparks, and Wang (2016). These items were used to assess respondents' composite loyalty (i.e., attitudinal and behavioral), So et al. (2016) previously found these items to be valid and reliable ( $\alpha=.86$ ).

To assess the potential moderating influence of visitor's level of involvement with craft beer, five items were adapted from Mittal (1995). These five items are drawn from the original personal involvement inventory (PII) scale that was developed by Zaichkowsky (1985) and have been repeatedly found to be valid and reliable items for assessing consumer's product involvement ( $\alpha=.86$ ) (Mittal, 1995). To assess the second moderator, visitors' perceptions of their similarity to other visitors, six items were adapted from Line et al. (in press). More specifically, there were three items regarding demographic similarity ( $\alpha=.79$ ), and three items regarding psychographic similarity ( $\alpha=.73$ ). To assess the third moderator, visitors' desire for unique consumer products, six items were adopted from Murray and Kline (2015) ( $\alpha=.89$ ). These six items were originally adapted from Lynn and Harris (1997) ( $\alpha=.78$ ) and were modified by Murray and Kline (2015) to specifically measure consumers' desires for unique craft beers. Regarding the final moderator, visitors' preference for authentic experiences, eight items were adapted from Kim and Eves (2012) ( $\alpha=.95$ ).

Finally, the survey also included socio-demographic questions related to age, gender, ethnicity, education, individual income, previous visitation, and resident/tourist status. Again, although the survey instrument for the current study was developed from previously tested measurement items and constructs, it has not been tested in the current form in a microbrewery taproom setting. Nor have all the proposed variables been previously tested together in one survey instrument. Thus, to determine if the measures were valid and reliable in this context, the survey first needed to be pre-tested prior to the main data collection and subsequent analyses. The following section provides details on

the sampling, site selection and data collection procedures for the pilot study and main study.

### 3.3 SAMPLING, SITE SELECTION AND DATA COLLECTION

After the survey instrument was developed, it was reviewed by a panel of four well-qualified hospitality and tourism researchers for face validity. This was followed by selecting two beer tourism destinations in the Southeastern region of the United States. The two destinations in this study were chosen based on their recognition as major tourist destinations, as well as the fact that they are both home to more than twenty microbreweries. Furthermore, the destination for the main study ranked number seven in Travelocity's beer tourism index (Travelocity, 2016). To ensure adequate sample sizes, three breweries were used for data collection in both destinations. The breweries were chosen utilizing a simple random sampling technique, based on a list of breweries provided by the destinations' convention and visitor's bureau. Breweries were listed in alphabetical order and numbered accordingly. Then utilizing a random-number generator, breweries were selected and contacted to request their participation in the data collection process. For the pilot study, a total of six breweries were contacted before three agreed to participate in the study. Similarly, six breweries were contacted for the main study before three agreed to participate in the study.

Survey data was collected from visitors in the breweries via paper and pencil as well as with tablet devices, utilizing the online survey platform Qualtrics. Prior to data collection, survey researchers were provided training on how to approach guests, explain the study and ask for their participation. During data collection, researchers were positioned near the entrance or other highly-visible area of the taproom to ensure surveys

were completed in direct observation of the researcher. Completed surveys were collected and stored in a secure envelope, if they were paper and pencil, until they were entered electronically into the tablet devices by the primary study researcher.

The pilot study was conducted over three consecutive days, Friday-Sunday from 1pm-7pm in one of the selected tourist destinations in the Southeastern U.S. These days were chosen as they are the busiest days for the taprooms, and they had been specified by the breweries as the days that draw residents as well as tourists. Furthermore, as the pilot study data was used for an exploratory factor analysis (EFA), it was determined that a minimum sample size of 200 respondents was sufficient based on the recommendation by Hair et al. (2006). Data was collected at each of the three taprooms selected and every other guest was asked to participate in the survey approximately five to ten minutes after they had been seated and received their initial order. Along with helping establish content validity and internal reliability of the instrument, the pilot study also aided in the estimation of expected response rate and necessary duration of administering the surveys for the main study in a microbrewery taproom environment. Further, the pre-test helped identify any unreliable measures, along with helping to clarify the most successful method of getting respondents to complete the survey (Creswell, 2009; Sirakaya-Turk & Uysal, 2011).

For the main study, it was determined that a minimum of 500 responses was required for the structural equation modeling (SEM) analyses based on the number of survey items. Thus, the main study was initially conducted over a three-day period (Friday-Sunday) from 1pm-7pm at a separately selected tourism destination in the Southeastern U.S. Again, these days and times were chosen as they are the busiest days

for the taprooms and they had been specified as days that draw residents and tourists. However, due to limited responses specifically from residents, a second data collection was conducted over a two-day period (Wednesday-Thursday one month later) from 2-8pm, and these days were chosen as the taproom managers indicated they typically did not see many tourists on these days. Similarly to the pilot study, every other guest was asked to participate in the survey, approximately five to ten minutes after they had been seated and received their initial order. After all data was collected and recorded, the statistical analyses were carried out utilizing IBM SPSS version 24 and IBM SPSS AMOS version 24. The following section provides a discussion of the statistical analyses utilized for the current study.

### 3.4 DATA ANALYSIS

To properly assess the research questions for the current study, multiple statistical analyses were conducted. Therefore, after all data was collected, cleaned, and assessed for normality and missing data, the study utilized SEM to assess the hypothesized model, and answer the research questions. Because the current study sought to assess the relationships between latent and observed variables that have strong theoretical underpinnings, SEM was the most appropriate statistical methodology (Hair, Ringle, & Sarstedt, 2011). According to Liu (2014), SEM is a statistical procedure that explains the dependence among a set of latent variables in a path diagram. Further, the path diagram depicts the relationships between those latent variables (Liu, 2014). Relatedly, Byrne (2001) indicated that SEM conveys two important aspects of the procedure: the causal processes under investigation are represented by a series of structural (or regression) relations, and that these structural relations can be modelled graphically to provide a clear

conceptualization of the theory under investigation. Subsequently, the hypothesized model can then be statistically tested in a simultaneous analysis of all the variables to determine its consistency with the data (Byrne, 2001).

A two-step approach is generally used in SEM and was adopted in the current study, with the examination of the measurement model followed by the evaluation of the structural model for testing the proposed hypotheses (Anderson & Gerbing, 1988). The first part of the analysis utilized a confirmatory factor analysis (CFA) to assess convergent and discriminant validity. However, given that several factors in the study are proposed by the literature to be second-order factors, this initially required a first-order CFA, that requires a well-defined first-order factor measurement model (Marsh, 1991). Therefore, following the procedures adopted from So et al., (2016), a first-order measurement model was first estimated on all scales used in the study, with all first-order constructs modeled simultaneously as correlated factors with the maximum likelihood estimation method.

Overall model fit (for both models) is assessed via the following fit indices: a chi-square statistic ( $\chi^2$ ), where the closer a value is to zero the better the fit; comparative fit index (CFI), normed fit index (NFI), and Tucker-Lewis index (TLI), where good fit is indicated by values close to .95; and the root mean square error of approximation (RMSEA), where good fit is indicated by a value of .01-.05 (Hair et al., 2006; Hu & Bentler, 1999; Iacobucci, 2010; Kline, 2016). After assessing the first-order measurement model's goodness-of-fit statistics, convergent validity and composite reliability was assessed prior to assessing the second-order measurement model.

The second-order measurement model was tested utilizing a hierarchical CFA, that tests the second-order factors and the other first-order factors modeled as correlated constructs (Kline, 2016). Finally, the overall structural model was assessed to determine the overall model fit utilizing the same fit indices as discussed above, and to test Hypotheses 1-10. The CFA and SEM analyses were conducted utilizing IBM SPSS AMOS version 24.

To assess the proposed moderating effects in Hypotheses 11-14, the current study utilized four separate two-step cluster analyses as suggested by Norusis (2012). The cluster analyses were utilized to determine the grouping of respondents based on their level of involvement with craft beer, their level of perceived similarity to other visitors, their desire for unique consumer products and their desire for authentic experiences. After determining the appropriate number of segments for each variable, separate multi-group analyses were conducted. Each multi-group analysis tested for model invariance by comparing the path coefficients of the constrained versus the unconstrained structural models in chi-square difference tests (Kline, 2005). As the multi-group analyses required invariance testing, SEM was further supported and chosen as it was the most appropriate analysis (Hair et al., 2011). This concludes the review of the methods and statistical analyses that were utilized to answer the research questions guiding the current study.

### 3.5 CHAPTER SUMMARY

This chapter has introduced the methodology guiding the current study. The first step was to develop a survey instrument based on previously tested and reliable measurement items. Again, survey research was chosen as it provides a quantitative description of trends in the attitudes or opinions of a population by assessing a sample of



the population. Further, results provide the researcher with findings that can be generalized to the larger population (Creswell, 2009; Sirakaya-Turk & Uysal, 2011). The current study also utilized a two-step data collection procedure, first employing a pilot study of guests at three microbrewery taprooms in a tourist destination in the Southeastern U.S. before conducting the main study. Conducting a pilot study prior to the main data collection allowed for determining any errors or edits that needed to be made to the survey (Litwin, 1995), after it was assessed via EFA to ensure adequate validity and reliability. Subsequently, an updated survey was disseminated to guests at three microbrewery taprooms at a distinct tourist destination in the Southeastern U.S for the main data collection. Once all data was collected, it was assessed via CFA and SEM utilizing IBM SPSS AMOS version 24. The following chapter provides a detailed discussion of the results of the current study.

## CHAPTER 4

### RESULTS AND FINDINGS

#### 4.1 INTRODUCTION

This chapter presents the results and findings from the data analyses used to answer the specific research questions guiding this study. The primary objectives of this study were to investigate how consumers' microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand, and if these feelings of attachment subsequently influence consumer loyalty (i.e., place loyalty and brand loyalty). The secondary objective of this study was to investigate how the above relationships differed amongst various consumer segments.

The results and findings from the analyses are presented in this chapter. Details of the pilot study sample will be provided first along with the results of the EFA. This will be followed by details of the main study sample and results of the CFA, SEM analysis and initial hypotheses testing. Following will be a discussion of the multi-group moderation analyses used to test the remaining hypotheses. The chapter concludes with a summary of the hypotheses tested and the results of each.

#### 4.2 PILOT STUDY SAMPLE STATISTICS AND DEMOGRAPHIC PROFILE

As previously discussed, the pilot study was conducted over three consecutive days, Friday-Sunday from 1pm-7pm in one of the selected tourist destinations in the Southeastern U.S. These days were chosen as they are the busiest days for the taprooms, and they have been specified by the breweries as the days that draw residents as well as

tourists. Furthermore, as the pilot study data was used for an exploratory factor analysis (EFA), it was determined that a minimum sample size of 200 respondents was sufficient based on the recommendation by Hair et al. (2006). Data was collected at each of the three taprooms selected and every other guest was asked to participate in the survey approximately five to ten minutes after they had been seated and received their initial order.

Overall, there were 219 completed surveys out of 331 customers who were asked to participate in the pilot study, a response rate of 66.16%. Regarding demographic characteristics, the sample consisted of 66.2% residents and 33.8% tourists. In terms of gender, the sample consisted of 50.2% male, 48.4% female and 1.4% other. More than three quarters (78.1%) of the respondents were aged 21-40, and 80.8% of respondents were white. The majority of the sample was well educated, as 47.9% had obtained an undergraduate degree and another 37% had obtained a graduate or professional degree. Table 4.1 below provides a full demographic profile of respondents.

*Table 4.1 Pilot Study Respondent Demographic Profile (N=219)*

Variable	n	% of total (% of group)
Brewery name		
Brewery A	56	25.6
Brewery B	116	53.0
Brewery C	47	21.5
Residency		
Resident	145	66.2
Tourist	74	33.8
Length of residency		
Less than 1 year	17	7.8 (11.7)
1-5 years	59	26.9 (40.7)
More than 5 years	69	31.5 (47.6)
Previous visits to PLACE		
First time	29	13.2 (39.2)
2-5 times	29	13.2 (39.2)
More than 5 times	16	7.3 (21.6)

Primary purpose of visit for breweries/beers		
Yes	12	5.5 (16.2)
No	62	28.3 (83.8)
Is this your first time visiting BRAND		
Yes	101	46.1
No	118	53.9
Gender		
Male	110	50.2
Female	106	48.4
Other	3	1.4
Age		
21-30	99	45.2
31-40	72	32.9
41-50	16	7.3
51-60	24	11.0
61-70	5	2.3
Over 70	3	1.4
Ethnicity		
African American	6	2.7
Asian	3	1.4
Hispanic	13	5.9
Multi-Racial	5	2.3
White	177	80.8
Other	15	6.8
Highest education level achieved		
HS degree or equivalent	4	1.8
Some college	29	13.2
Undergraduate degree	105	47.9
Graduate or professional degree	81	37.0
Individual yearly income		
\$24,999 or less	12	5.5
\$25,000-\$49,999	46	21.0
\$50,000-\$99,999	93	42.5
\$100,000-\$149,999	27	12.3
\$150,000 or above	12	5.5
Prefer not to say	29	13.2

After running the demographic data and checking for normality, multiple exploratory factor analyses (EFA) were conducted to ensure specific variables accurately measured the intended constructs (Field, 2013). In social scientific studies it is often difficult to directly measure certain variables (i.e., latent variables), thus researchers rely

on EFA to identify clusters and understand the structure of variables (Field, 2013). Furthermore, as a number of the constructs and scales that were used in the current study have either not been previously tested or have been modified to fit the context of the current study (i.e., neolocalism, EVS, DUCP, desire for authentic experiences, and perceived similarity to others), EFA was utilized to provide an understanding of the variable structures (Field, 2013; Kline, 2016). However, given the strong theoretical and empirical support for the constructs of relationship quality, place attachment, brand attachment, place loyalty, brand loyalty and involvement, these constructs were not assessed via EFA. The following section provides a discussion of the EFA results.

#### 4.3 PILOT STUDY EFA RESULTS

Utilizing principle axis factoring (PAF) extraction with Promax rotation, five separate EFAs were conducted for the items related to: neolocalism, the experiential value scale (EVS) (i.e., CROI, excellence, playfulness, and aesthetics), desire for unique consumer products (DUCP), desire for authentic experiences, and perceived similarity to others. After assessing the EFAs independently, Cronbach's alpha coefficients were calculated for each resultant factor to check for unreliable or problematic items that significantly reduced the Cronbach's alpha coefficient for the factor (Hinkin, Tracey, & Enz, 1997). Any items that had factor loadings less than .4 or that would cause the overall construct reliability to drop below the recommended cutoff of .7 were removed from the instrument (Field, 2013; Hair et al., 2011; Hinkin et al., 1997).

The first EFA assessed the six neolocalism items adapted from Holtkamp et al. (2017) (see Appendix A). After dropping one item (i.e. NEO4: the microbrewery has an environmental sustainability program), results of the final EFA for the neolocalism items

indicated a KMO of .657 with a statistically significant Bartlett's Test of Sphericity ( $p < .05$ ) with a simple two factor structure (Kaiser, 1974). Both factors had eigenvalues greater than one and accounted for 75.61% of the total variance (Thurstone, 1947). After reviewing the items to determine content, the first factor was named local branding and was comprised of three items: "the name of the brewery is a local reference," "local place names & references are used in the beer names," and "local images are used in the beer labeling." Again, after reviewing the items to determine content, the second factor was named local engagement and was comprised of two items: "the microbrewery is engaged with the local community & residents," and "the microbrewery engages with other local businesses." Table 4.2 below provides further information regarding the EFA and reliability analysis.

*Table 4.2 Neolocalism EFA & Reliability Analysis*

Variable	Factor	
	Local Branding	Local Engagement
The name of the brewery is a local reference	.697	
Local place names & references are used in the beer names	.553	
Local images are used in the beer labeling	.914	
The microbrewery is engaged with the local community & residents		.748
The microbrewery engages with other local businesses		.929
<b>Alpha Reliability</b>	<b>.762</b>	<b>.819</b>
<b>Eigenvalues</b>	<b>2.50</b>	<b>1.28</b>
<b>% Variance</b>	<b>50.08%</b>	<b>25.53%</b>

The second EFA assessed the 18 items from the EVS scale adapted from Mathwick et al. (2001), Jin et al. (2013), Kim (2002), and Keng et al. (2007), as well as two original items regarding product excellence (see Appendix A). After dropping one

item (i.e., CROI4: The menus in this taproom are a good value), results of the final EFA for the experiential value items indicated a KMO of .873 and a statistically significant Bartlett's Test of Sphericity ( $p < .05$ ) with a simple five factor structure (Kaiser, 1974). The five factors all had eigenvalues greater than one and accounted for 70.23% of the total variance (Thurstone, 1947). The first factor was comprised of the four aesthetics items and one playfulness item. The second factor was comprised of the three service excellence items and one CROI item, while the third factor was comprised of two of the product excellence items and one CROI item. The fourth factor was comprised of three of the playfulness items, and the final factor was comprised of one product excellence item and three CROI items. Overall, results of the current analysis indicated distinct differences in factor loadings from previous assessments of the EVS, relatedly Factor 5 indicated a Cronbach's alpha of less than .7. However, given the theoretical basis for the scale and previous assessments, the remaining items were maintained for further assessment through the main data collection and research study. Table 4.3 below provides further information of the EFA and reliability analysis.

*Table 4.3 EVS EFA & Reliability Analysis*

Variable	Factor				
	1	2	3	4	5
The furnishings of the taproom are aesthetically appealing	.796				
The atmosphere of the taproom is wonderful	.875				
I think this taproom is very entertaining	.880				
The enthusiasm of this taproom is catching. It picks me up	.615				
Visiting this taproom makes me feel like being in another world				.761	
Visiting this taproom releases me from reality & helps me truly enjoy myself				.824	

I feel happy when visiting this taproom	.420				
I get so involved when visiting this taproom that I forget everything else				.816	
The service in this taproom is consistent & reliable	.779				
The employees in this taproom are friendly and always willing to help me	.975				
The service in this taproom makes me feel special & valued	.854				
The taproom serves high quality beer			.963		
The taproom serves exciting & unique beers			.930		
The swag available in the taproom is excellent					.419
Visiting this taproom is an efficient way to manage my time					.781
Visiting this taproom makes my life easier					.486
Visiting this taproom fits with my schedule					.404
The taproom offers such good service that it is worth its price	.574				
The prices at this taproom are acceptable			.431		
<b>Alpha Reliability</b>	<b>.880</b>	<b>.881</b>	<b>.814</b>	<b>.828</b>	<b>.688</b>
<b>Eigenvalues</b>	<b>7.59</b>	<b>1.94</b>	<b>1.47</b>	<b>1.29</b>	<b>1.06</b>
<b>% Variance</b>	<b>39.96%</b>	<b>10.20%</b>	<b>7.74%</b>	<b>6.76%</b>	<b>5.56%</b>

The third EFA assessed the six DUCP items adapted from Murray and Kline (2015) (see Appendix A). After dropping one item (i.e. DUCP1: I tend to be a fashion leader rather than a fashion follower in what I eat & drink), results of the final EFA for the desire for unique consumer products items indicated a KMO of .855 with a statistically significant Bartlett's Test of Sphericity ( $p < .05$ ) with a simple one factor structure (Kaiser, 1974). The factor had an eigenvalue of 3.94 and accounted for 78.75% of the total variance (Thurstone, 1947). Table 4.4 below provides further information of the EFA and reliability analysis.



*Table 4.4 Desire for Unique Consumer Products EFA & Reliability Analysis*

Variable	Factor Perceived Similarity
When I travel, I like to buy the local craft beer	.856
I would prefer to have a craft beer rather than a beer from a large-scale brewer	.868
When ordering a beer at a restaurant or bar, I rarely pass up the opportunity to drink craft beer	.863
I like to be one of the first to try a newly released or seasonal beer	.799
I enjoy buying beers that are unique	.898
<b>Alpha Reliability</b>	<b>.931</b>
<b>Eigenvalues</b>	<b>3.94</b>
<b>% Variance</b>	<b>78.75%</b>

The fourth EFA assessed the eight items related to desire for authentic experiences adapted from Kim and Eves (2012) (see Appendix A). After dropping two items (i.e. AUTH6: “tasting local craft beer in its traditional setting is a special experience”; and AUTH7: “experiencing local craft beer gives me an opportunity to increase my knowledge about different cultures”), results of the final EFA for the desire for authentic experiences items indicated a KMO of .880 with a statistically significant Bartlett’s Test of Sphericity ( $p < .05$ ) with a simple one factor structure (Kaiser, 1974). The factor had an eigenvalue of 3.99 and accounted for 66.57% of the total variance (Thurstone, 1947). Table 4.5 below provides further information of the EFA and reliability analysis.

*Table 4.5 Desire for Authentic Experiences EFA & Reliability Analysis*

Variable	Factor Perceived Similarity
Experiencing local craft beer enables me to learn what this local craft beer tastes like	.822
Tasting local craft beer served by local people in its original place offers a unique opportunity to understand local cultures	.854

Experiencing local craft beer allows me to discover something new	.828
Experiencing local craft beer makes me see the things that I don't normally see	.806
Experiencing local craft beer helps me see how other people live	.577
Tasting local craft beer in an original place is an authentic experience	.741
<b>Alpha Reliability</b>	<b>.893</b>
<b>Eigenvalues</b>	<b>3.99</b>
<b>% Variance</b>	<b>66.57%</b>

The final EFA assessed the six items regarding perceived similarity to others adapted from Line et al. (in press) (see Appendix A). Results of the EFA for the perceived similarity items indicated a KMO of .862 with a statistically significant Bartlett's Test of Sphericity ( $p < .05$ ) and a simple one factor solution (Kaiser, 1974). The factor had an eigenvalue of 4.33 and accounted for 72.12% of the total variance (Thurstone, 1947). Table 4.6 below provides further information of the EFA and reliability analyses.

*Table 4.6 Perceived Similarity EFA & Reliability Analysis*

Variable	Factor Perceived Similarity
Social Status	.845
Education	.886
Income	.858
Character	.800
Appearance	.731
Values	.771
<b>Alpha Reliability</b>	<b>.922</b>
<b>Eigenvalues</b>	<b>4.33</b>
<b>% Variance</b>	<b>72.12%</b>

After running the five separate EFAs, five items were found to be problematic: "the microbrewery has an environmental sustainability program" (NEO4), "the menus in this taproom are a good value" (CROI4), "I tend to be a fashion leader rather than a fashion follower in what I eat & drink" (DUCP1), "tasting local craft beer in its

traditional setting is a special experience” (AUTH6), and “experiencing local craft beer gives me an opportunity to increase my knowledge about different cultures” (AUTH7). The EFA procedures and follow-up analyses were conducted utilizing IBM SPSS version 24. Based on the results of the EFAs, each of the five problematic items were dropped from the survey for the main study. Furthermore, based on respondent feedback and a discussion with other researchers, the items regarding respondents’ residency/tourist status and previous visitation were moved to the beginning of the survey for the main study. The following section provides a detailed description of the main study sample statistics and demographic profile.

#### 4.4 MAIN STUDY SAMPLE STATISTICS AND DEMOGRAPHIC PROFILE

For the main study, it was determined that a minimum of 500 responses was required for the structural equation modeling (SEM) analyses based on the number of survey items. Thus, the main study was initially conducted over a three-day period (Friday-Sunday) from 1pm-7pm in a distinct tourism location in the Southeastern U.S. from the pilot study. These days and times were chosen as they are the busiest days for the taprooms and they had been specified by managers and owners as days that draw residents and tourists. However, due to limited responses from residents, a second data collection was conducted over a two-day period (Wednesday-Thursday) from 2-8pm a month after initial main study data collection. These days were chosen as the taproom managers indicated they typically did not see many tourists on these days. Similarly to the pilot study, every other guest was asked to participate in the survey, approximately five to ten minutes after they had been seated and received their initial order.

Overall, there were 601 completed surveys out of 934 customers who were asked to participate in the study, a response rate of 64.35%. Regarding demographic characteristics, the main study sample consisted of 13.8% residents and 86.2% tourists. In terms of gender, the sample consisted of 51.1% male, 48.1% female and .8% other. More than three quarters (78.2%) of the respondents were aged 21-40, and 89.5% of respondents were white. The majority of the sample was well educated, as 45.9% had obtained an undergraduate degree and another 43.1% had obtained a graduate or professional degree. Table 4.7 below provides a full demographic profile of respondents.

*Table 4.7 Main Study Respondent Demographic Profile (N=601)*

Variable	n	% of total (% of group)
Brewery name		
Brewery D	313	52.1
Brewery E	185	30.8
Brewery F	103	17.1
Residency		
Resident	83	13.8
Tourist	518	86.2
Length of residency		
Less than 1 year	15	2.5 (18.1)
1-5 years	23	3.8 (27.7)
More than 5 years	45	7.5 (54.2)
Previous visits to PLACE		
First time	194	32.3 (37.5)
2-5 times	197	32.8 (38.0)
More than 5 times	127	21.1 (24.5)
Primary purpose of visit for breweries/beers		
Yes	267	44.4 (51.5)
No	251	41.8 (48.5)
Is this your first time visiting BRAND		
Yes	438	72.9
No	163	27.1
Gender		
Male	307	51.1
Female	289	48.1
Other	5	.8
Age		
21-30	308	51.2

31-40	162	27.0
41-50	56	9.3
51-60	55	9.2
61-70	19	3.2
Over 70	1	.2
Ethnicity		
African American	13	2.2
Asian	10	1.7
Hispanic	11	1.8
Multi-Racial	19	3.2
White	538	89.5
Other	10	1.7
Highest education level achieved		
HS degree or equivalent	5	.8
Some college	61	10.1
Undergraduate degree	276	45.9
Graduate or professional degree	259	43.1
Individual yearly income		
\$24,999 or less	49	8.2
\$25,000-\$49,999	116	19.3
\$50,000-\$99,999	227	37.8
\$100,000-\$149,999	65	10.8
\$150,000 or above	76	12.6
Prefer not to say	68	11.3

The following section provides a discussion of the CFA and SEM results for the main study.

#### 4.5 MAIN STUDY CFA AND SEM RESULTS

The next step in the analysis involved a two-step approach to SEM, starting with an analysis of the measurement model followed by an evaluation of the structural model (Anderson & Gerbing, 1988). However, as the literature suggested that relationship quality, place attachment and brand attachment are all second-order constructs, or constructs consisting of multiple first-order components, the analyses first required the use of first-order CFA (Marsh, 1991). Therefore, following So et al. (2016), a first-order measurement model was estimated on all scales, followed by a second-order CFA to

assess the proposed second-order factors' structure for relationship quality, place attachment and brand attachment. After achieving adequate model fit, the structural model was analyzed via SEM using SPSS AMOS version 24.

#### 4.5.1 MEASUREMENT MODEL: FIRST-ORDER CFA

Before assessing the first-order measurement model, the following assumptions were verified (Bentler, 2005; Hair et al., 2006; Kline, 2011): (1) the observations were independent, and the variables were unstandardized; (2) there were no missing values; and, (3) data were multivariate normal (i.e., kurtosis and critical ratios less than 5). Since the data was multivariate normal, the CFA was conducted on the overall sample data ( $n = 601$ ) with the maximum likelihood estimation technique. Multiple items were dropped, including all CROI items and all place loyalty items (see Table 4.8 for list of items dropped), due to low (i.e., below .7) or multiple cross-loadings or covariance issues with other constructs. It should be noted that once an item was dropped the model was re-estimated. Thus results of the final estimation indicated a good fit for the sample data with,  $\chi^2 = 1501.97$ ,  $df = 635$ ,  $\chi^2/df = 2.37$ ,  $p < .001$ , comparative fit index (CFI) = .96, normed fit index (NFI) = .93, Tucker-Lewis Index (TLI) = .95, root mean square error of approximation (RMSEA) = .048, PCLOSE = .886 (90% CI = .045, .051). Furthermore, composite reliability estimates ranged from .788 - .955, all above the recommended level of .70 (Hair et al., 2006), and the AVEs of all constructs were above the .50 threshold (Fornell & Larcker, 1981) ranging from .623 - .877, thus providing support for construct reliability of the measurement items. Table 4.9 shows the details of the CFA results.

Table 4.8 List of Items Dropped from CFA

Construct	Item
Local Branding (LB)	The name of the brewery is a local reference
Aesthetics (AS)	The furnishing of the taproom is aesthetically pleasing
Playfulness (PY)	I feel happy when visiting this taproom
Product Excellence (PX)	The swag available in this taproom is excellent
Consumer Return on Investment (CROI)	Visiting this taproom is an efficient way to spend my time Visiting this taproom makes my life easier Visiting this taproom fits with my schedule The taproom offers such good service that it is worth the price The prices at this taproom are acceptable
Affection (AF)	Friendly Peaceful
Place Loyalty (PL)	If possible, I will visit Asheville, NC next time I travel I intend to keep visiting Asheville, NC I am committed to Asheville, NC I would be willing to pay more to visit Asheville, NC over other destinations
Brand Loyalty (BL)	If possible, I will purchase BRAND next time I buy beer

Table 4.9 Results of the First-Order Measurement Model

Construct/Item	SL	CR	SR	AVE
<b>Local Branding (LB)</b>			.788	.651
Local images are used in the beer labeling	.869	N/A		
Local place names & references are used in the beer names	.740	11.56		
<b>Local Engagement (LE)</b>			.835	.717
The microbrewery engages with other local businesses	.855	N/A		
The microbrewery is engaged with the local community & residents	.839	15.37		
<b>Product Excellence (PX)</b>			.842	.729
The taproom serves exciting and unique beer	.801	N/A		
The taproom serves high quality beer	.903	21.48		
<b>Service Excellence (SX)</b>			.862	.677
The service in this taproom makes me feel special and valued	.802	N/A		

The employees in this taproom are friendly and always willing to help me	.865	22.71		
The service in this taproom is consistent and reliable	.799	20.90		
<b>Playfulness (PY)</b>			.832	.623
I get so involved when visiting this taproom that I forget everything else	.748	N/A		
Visiting this taproom releases me from reality and helps me truly enjoy myself	.830	18.63		
Visiting this taproom makes me feel like being in another world	.788	18.00		
<b>Aesthetics (AS)</b>			.874	.698
The enthusiasm of this taproom is catching. It picks me up	.826	N/A		
I think this taproom is very entertaining	.880	24.41		
The atmosphere of the taproom is wonderful	.799	21.89		
<b>Satisfaction (ST)</b>			.935	.827
Considering all my experiences with this taproom, my choice to visit this taproom was a wise one	.898	N/A		
Overall, I am satisfied with this taproom	.942	37.12		
All things considered, I feel good about my decision to visit this taproom	.887	32.54		
<b>Trust (TR)</b>			.902	.821
The service performances at this taproom always meet my expectations	.888	N/A		
The quality of service at this taproom is consistently high	.924	28.91		
<b>Place Dependence (PD)</b>			.891	.732
I enjoy visiting Asheville, NC and its environment more than any other destinations	.817	N/A		
For what I like to do, I could not imagine any better than the settings and facilities provided by Asheville, NC	.922	26.94		
For the activities that I enjoy most, the settings and facilities provided by Asheville, NC are the best	.823	23.34		
<b>Place Identity (PI)</b>			.936	.831
Visiting Asheville, NC says a lot about who I am	.898	N/A		
I identify strongly with Asheville, NC	.933	38.19		
I feel Asheville, NC is a part of me	.903	35.01		
<b>Place Affect (PF)</b>			.955	.877
I feel a strong sense of belonging to Asheville, NC	.944	N/A		
I am very attached to Asheville, NC	.932	45.54		
I feel Asheville, NC is a part of me	.934	45.89		
<b>Affection (AF)</b>			.859	.754
Love	.916	N/A		
Affectionate	.818	26.07		
<b>Passion (PN)</b>			.871	.693
Captivated	.874	N/A		
Delighted	.771	23.55		
Passionate	.849	27.95		



<b>Connection (CN)</b>			.948	.859
Attached	.954	N/A		
Bonded	.950	50.29		
Connected	.874	37.05		
<b>Brand Loyalty (BL)</b>			.856	.667
I would be willing to pay a higher price for BRAND over other brands	.745	N/A		
I am committed to BRAND	.842	22.61		
I intend to keep buying BRAND	.849	19.14		

*Goodness-of-fit statistics:  $\chi^2 = 1501.97$ ,  $df = 635$ ,  $\chi^2/df = 2.37$ ,  $p < .001$ ,  $CFI = .96$ ,  $NFI = .93$ ,  $TLI = .95$ ,  $RMSEA = .048$ .*

*Notes: SL, standardized loadings; CR, critical ratio; SR, scale reliability; AVE, average variance extracted.*

Convergent validity was supported as all the retained items loaded statistically significantly on their respective constructs with factor loadings equal to or above .74 ( $p < .001$ ), and AVE values for all constructs were greater than .62 (Hair et al., 2011). It must be noted that there were issues with discriminant validity as indicated by the square root of the AVE being lower than the correlations between place identity-place affect and affection-passion, as Table 4.10 shows. However, in both instances these high correlations were not unexpected given that in both instances the constructs that were highly correlated relate to first-order factors of a more abstract second-order factor. Therefore, given the good model fit and results of the other reliability and validity tests the second-order measurement model was tested, the results of that test are provided in the following section.

Table 4.10 Discriminant Validity Analysis from First-Order CFA

	BL	LB	LE	AS	PY	SX	PX	ST	TR	PD	PI	AF	PN	CN	PF
BL	.817 <sup>a</sup>														
LB	.300 <sup>b</sup>	.807													
LE	.299	.468	.847												
AS	.500	.297	.364	.836											
PY	.475	.252	.239	.595	.789										
SX	.489	.287	.343	.600	.538	.823									
PX	.569	.281	.342	.594	.432	.635	.854								
ST	.462	.261	.335	.609	.399	.547	.703	.909							
TR	.518	.291	.385	.546	.443	.699	.567	.671	.906						
PD	.573	.157	.305	.338	.417	.381	.368	.354	.408	.855					
PI	.579	.165	.294	.290	.403	.336	.316	.231	.347	.809	.911				
AF	.658	.226	.260	.460	.429	.448	.459	.408	.468	.466	.501	.868			
PN	.671	.238	.271	.521	.523	.509	.516	.495	.565	.475	.468	.903	.832		
CN	.646	.172	.243	.403	.441	.390	.388	.334	.461	.463	.494	.841	.908	.927	
PF	.577	.123	.308	.285	.361	.345	.312	.243	.344	.785	.977	.511	.486	.501	.937

<sup>a</sup>Square root of AVE are on the diagonal<sup>b</sup>Correlations are below the diagonal

#### 4.5.2 MEASUREMENT MODEL: SECOND-ORDER CFA

In the second-order measurement model, a hierarchical CFA was tested with the higher order factors of relationship quality, place attachment and brand attachment and the other first-order factors being modeled as correlated constructs. One connection item (i.e., connected) was dropped, due to covariance issues with multiple items. The model was re-estimated, and results of the analysis indicated a good fit for the sample data with,  $\chi^2 = 1527.67$ ,  $df = 649$ ,  $\chi^2/df = 2.35$ ,  $p < .001$ , comparative fit index (CFI) = .96, normed fit index (NFI) = .93, Tucker-Lewis Index (TLI) = .95, root mean square error of approximation (RMSEA) = .048, PCLOSE = .908 (90% CI = .044; .051).

The standardized loadings of satisfaction and trust on relationship quality (RQ) were significant and high at .814 and .825 respectively; and the critical ratio of 16.64 indicated that these first-order factors were significant and strong indicators of the second-order construct of relationship quality. Similarly, the standardized loadings of place dependence, place identity and place affect on place attachment (PA) were significant and high at .812, .996, and .979 respectively; and the critical ratios of 21.03 and 34.16 indicated that these first-order factors were significant and strong indicators of the second-order construct of place attachment. Likewise, the standardized loadings of affection, passion and connection on brand attachment (BA) were significant and high at .924, .987, and .898 respectively; and the critical ratios of 27.05 and 26.81 indicated that these first-order factors were significant and strong indicators of the second-order construct of brand attachment. Furthermore, the AVEs for relationship quality (.67), place attachment (.87) and brand attachment (.88) exceeded .50 (Hair et al., 2006), indicating convergent validity.

Discriminant validity of the second-order factors and all other first-order factors was supported, as the square root of the AVE for each construct was greater than its correlations with the other constructs (Fornell & Larcker, 1981). Composite reliability for each second-order construct exceeded the .70 threshold as well (i.e., relationship quality (RQ) = .804, place attachment (PA) = .952, and brand attachment (BA) = .956) (Hair et al., 2006). Table 4.11 provides a detailed description of the results.

*Table 4.11 Discriminant Validity Analysis from Second-Order CFA*

	BL	LB	LE	PX	SX	PY	AS	RQ	PA	BA
BL	.817 <sup>a</sup>									
LB	.305 <sup>b</sup>	.805								
LE	.299	.471	.847							
PX	.574	.284	.342	.853						
SX	.490	.288	.343	.635	.823					
PY	.476	.255	.238	.434	.537	.790				
AS	.500	.298	.364	.595	.599	.595	.836			
RQ	.599	.339	.439	.777	.757	.513	.705	.820		
PA	.592	.153	.307	.326	.351	.395	.298	.369	.933	
BA	.698	.232	.272	.486	.480	.499	.492	.594	.527	.937

<sup>a</sup>Square root of AVE are on the diagonal

<sup>b</sup>Correlations are below the diagonal

Overall, the second-order measurement model analyses indicated good model fit without any validity or reliability issues. Thus, the next step was to test the structural model via SEM analysis. However, it is important to note that the structural model that was tested and utilized for further assessments differs from the original proposed model due to the neolocalism construct being split into two factors (i.e., local branding and local engagement), the excellence construct being split into two factors (i.e., service excellence and product excellence), and with the consumer return on investment and place loyalty factors being dropped. Therefore, Hypothesis 1 was split into Hypothesis 1a and Hypothesis 1b, Hypothesis 2a was changed from consumer return on investment to

product excellence, and Hypotheses 6, 8 and 10 were dropped. The following section provides a discussion of the structural model analyses (i.e., SEM analyses) and results of the first set of hypotheses testing.

#### 4.5.3 STRUCTURAL MODEL: SEM

The results for the fit indices indicated that the structural model provided a good fit to the data with,  $\chi^2 = 1649.14$ ,  $df = 668$ ,  $\chi^2/df = 2.47$ ,  $p < .001$ , comparative fit index (CFI) = .95, normed fit index (NFI) = .92, Tucker-Lewis Index (TLI) = .95, root mean square error of approximation (RMSEA) = .049, PCLOSE = .608 (90% CI = .046; .052). Results indicated that four of the six predictors of relationship quality were significant. More specifically, local branding ( $\beta = .02$ ,  $t = .387$ ,  $p < .699$ ) and playfulness ( $\beta = .08$ ,  $t = 1.80$ ,  $p < .071$ ) were not significant predictors of relationship quality; while, local engagement ( $\beta = .11$ ,  $t = 2.66$ ,  $p < .05$ ), product excellence ( $\beta = .38$ ,  $t = 7.32$ ,  $p < .001$ ), service excellence ( $\beta = .32$ ,  $t = 6.00$ ,  $p < .001$ ), and aesthetics ( $\beta = .22$ ,  $t = 4.29$ ,  $p < .001$ ) were significant predictors of relationship quality, collectively explaining 80.6% of its variance.

Similarly, relationship quality was a significant predictor of place attachment ( $\beta = .42$ ,  $t = 9.34$ ,  $p < .001$ ) explaining 18.0% of its variance. Results also indicated that relationship quality ( $\beta = .51$ ,  $t = 11.08$ ,  $p < .001$ ) and place attachment ( $\beta = .31$ ,  $t = 8.08$ ,  $p < .001$ ) were significant predictors of brand attachment, collectively explaining 49.2% of its variance. Finally, place attachment ( $\beta = .30$ ,  $t = 7.58$ ,  $p < .001$ ) and brand attachment ( $\beta = .55$ ,  $t = 12.05$ ,  $p < .001$ ) were found to be significant predictors of brand loyalty, collectively explaining 56.3% of its variance. As the data set contained responses from residents as well as tourists, a secondary structural model assessment was run with

only responses from tourists (n = 518), results indicated similar model fit, suggesting no issues between groups of respondents. Figure 4.1 shows the results of the SEM analysis and Table 4.12 summarizes the results of the first set of hypotheses testing.

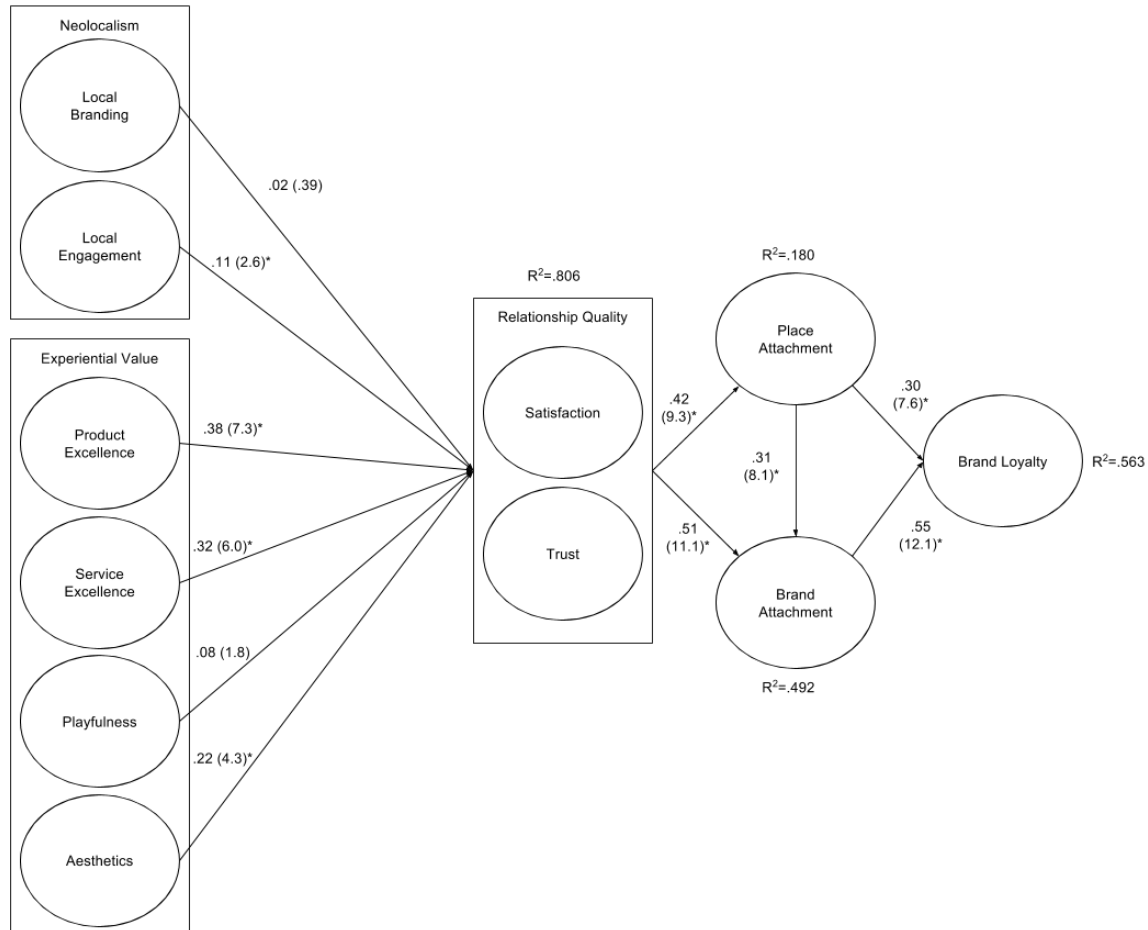


Figure 4.1 Results of the Structural Model Assessment

Note. Figures in the parentheses are t-values, figures outside the parentheses are the standardized estimates; arrows indicate hypothesized structural paths; \*signifies supported hypothesis.

Table 4.12 Results of the Hypotheses Tests

Hypothesized Path	Standardized Estimates	t-Value	Hypothesis
Hypothesis 1a: LB -> RQ	.015	.387	Not Supported
Hypothesis 1b: LE -> RQ	.109	2.657	Supported*
Hypothesis 2a: PX -> RQ	.378	7.319	Supported**
Hypothesis 2b: SX -> RQ	.316	6.003	Supported**
Hypothesis 2c: PY -> RQ	.082	1.803	Not Supported
Hypothesis 2d: AS -> RQ	.221	4.290	Supported**

Hypothesis 3: RQ -> PA	.424	9.343	Supported**
Hypothesis 4: RQ -> BA	.510	11.079	Supported**
Hypothesis 5: PA -> BA	.311	8.082	Supported**
Hypothesis 7: PA -> BL	.304	7.581	Supported**
Hypothesis 9: BA -> BL	.545	12.045	Supported**

*Note. LB (Local Branding), LE (Local Engagement), PX (Product Excellence), SX (Service Excellence), PY (Playfulness), AS (Aesthetics), RQ (Relationship Quality), PA (Place Attachment), BA (Brand Attachment), BL (Brand Loyalty); Structural model fit:  $\chi^2 = 1649.14$ ,  $df = 668$ ,  $\chi^2/df = 2.47$ ,  $p < .001$ , CFI = .951, NFI = .921, TLI = .946, RMSEA = .049,  $p_{Close} = .608$ ; \* $p < .05$ , \*\* $p < .001$ .*

After assessing the proposed relationships in the structural model, the remaining hypotheses (H11-H14) were tested using multi-group analyses; however, prior to conducting the multi-group analyses, multiple two-step cluster analyses were carried out utilizing the moderating variables of: involvement, desire for unique consumer products, desire for authentic experiences and perceived similarity to others. The following section provides a discussion of the cluster analyses that were performed to classify respondents into various groups.

#### 4.6 MULTI-GROUP ANALYSES

To assess the remaining hypotheses (i.e., Hypotheses 11, 12, 13 and 14), four separate multi-group moderation analyses were conducted. However, before examining the differences in the relationships depicted in the structural model between groups of respondents, four separate two-step cluster analyses were conducted to classify respondents into groups. While there are multiple ways to segment groups, for this study the two-step cluster analysis approach was chosen following the recommendations and procedures outlined by Norusis (2012). The four cluster analyses were conducted utilizing respondents reported (1) level of involvement with craft beer, (2) desire for unique consumer products, (3) desire for authentic experiences and (4) perceived

similarity to others. The next section provides a detailed discussion of the cluster analyses.

#### 4.6.1 TWO-STEP CLUSTER ANALYSES

The first cluster analysis revealed two groups (i.e., low and high) based on respondents' level of involvement with craft beer, and the analysis revealed good quality as the distance between groups was 1.16. The first group was comprised of 278 (46.3%) respondents and was labeled 'high', the second group was comprised of 323 (53.7%) respondents and was labeled 'low'. Table 4.13 provides a description of the results of the first cluster analysis.

*Table 4.13 Results of Involvement Cluster Analysis*

Item	Item Importance	Cluster 1: High (n = 278)	Cluster 2: Low (n = 323)
		Mean	Mean
Unimportant to me:	.69	6.68	4.64
Important to me			
Of no concern to me: Of	.86	6.47	3.99
concern to me			
Means nothing to me: Means	.95	6.50	3.87
a lot to me			
Doesn't matter to me:	1.00	6.58	3.87
Matters to me			
Insignificant to me:	.94	6.51	3.83
Significant to me			

The second analysis revealed three groups (i.e., low, moderate and high) based on respondents' desire for unique consumer products, the analysis revealed good quality as the distance between groups was 2.65. The first group was comprised of 99 (16.5%) respondents and was labeled 'low', the second group was comprised of 262 (43.6%) respondents and was labeled 'moderate, the third group was comprised of 240 (39.9%)



respondents and was labeled ‘high’. Table 4.14 provides a description of the results of the second cluster analysis.

*Table 4.14 Results of Desire for Unique Consumer Products Cluster Analysis*

Item	Item Importance	Cluster 1: Low (n = 99)	Cluster 2: Moderate (n = 262)	Cluster 3: High (n = 240)
		Mean	Mean	Mean
When I travel, I like to buy the local craft beer	.75	3.91	6.04	6.85
I would prefer to have a craft beer rather than a beer from a large-scale brewery	.74	3.96	6.08	6.96
When ordering beer at a restaurant or bar, I rarely pass up the opportunity to drink craft beer	1.00	3.16	5.61	6.85
I like to be one of the first to try a newly released or seasonal beer	.66	2.89	4.59	6.42
I enjoy buying beers that are unique	.85	3.72	5.58	6.88

The third analysis revealed two groups (i.e., low and high) based on respondents’ desire for authentic experiences, the analysis revealed good quality as the distance between groups was 1.34. The first group was comprised of 257 (42.8%) respondents and was labeled ‘low’, the second group was comprised of 344 (57.2%) respondents and was labeled ‘high’. Table 4.15 provides a description of the third cluster analysis.

*Table 4.15 Results of the Desire for Authentic Experiences Cluster Analysis*

Item	Item Importance	Cluster 1: Low (n = 257)	Cluster 2: High (n = 344)
		Mean	Mean
Experiencing local craft beer enables me to learn what this local craft beer tastes like	.70	4.86	6.37
Tasting local craft beer served by local people in its original place offers a unique opportunity to understand local cultures	1.00	4.47	6.34
Experiencing local craft beer allows me to discover something new	.93	4.81	6.48
Experiencing local craft beer makes me see the things that I don't normally see	.76	4.01	5.99
Experiencing local craft beer helps me see how other people live	.67	3.68	5.63
Tasting local craft beer in an original place is an authentic experience	.87	4.82	6.47

The final analysis revealed three groups (i.e., low, moderate and high) based on respondents' perceived similarity to others, the analysis revealed good quality as the distance between groups was 2.86. The first group was comprised of 280 (46.6%) respondents and was labeled 'low', the second group was comprised of 223 (37.1%) respondents and was labeled 'moderate', the third group was comprised of 98 (16.3%)

respondents and was labeled ‘high’. Table 4.16 provides a description of the results of the fourth cluster analysis.

*Table 4.16 Results of Perceived Similarity Cluster Analysis*

Item: the other guests at BRAND are similar to me in terms of...	Item Importance	Cluster 1: Low (n = 280) Mean	Cluster 2: Moderate (n = 223) Mean	Cluster 3: High (n = 98) Mean
Social Status	1.00	3.81	5.17	6.18
Education	.96	3.75	4.92	6.17
Income	.90	3.75	4.74	6.07
Character	.88	3.99	5.02	6.21
Appearance	.81	3.95	5.08	6.17
Values	.97	3.92	4.74	6.20

With the cluster analyses completed, the next step was to ensure the measurement model would provide meaningful results of the moderation analyses between groups for each cluster. Thus, multiple measurement invariance tests were conducted to check metric invariance in the measurement model (Kline, 2016). The following section provides details of the invariance tests.

#### 4.6.2 INVARIANCE TESTS

The first invariance test assessed whether the measurement model was equivalent across the two groups of respondents based on their level of involvement. The chi-square difference test between the unconstrained and constrained models was not significant,  $\Delta\chi^2(25) = 34.85, p = .091$ , suggesting that the factor loadings were invariant across the groups and the measurement model was consistent across groups (Byrne, 2004, 2016).

The second invariance test assessed whether the measurement model was equivalent across the three groups of respondents based on their desire for unique consumer products. The chi-square difference test between the unconstrained and

constrained models was not significant,  $\Delta\chi^2(25) = 27.87, p = .314$ , suggesting that the factor loadings were invariant across the groups and the measurement model was consistent across groups (Byrne, 2004, 2016).

Similarly, the third invariance test assessed whether the measurement model was equivalent across the two groups of respondents based on their desire for authentic experiences. Results once again indicated the chi-square difference test between the unconstrained and constrained models was not significant,  $\Delta\chi^2(25) = 35.60, p = .078$ . Thus, suggesting that the factor loadings were invariant across the groups and the measurement model was consistent across groups (Byrne, 2004, 2016).

The final invariance test assessed whether the measurement model was equivalent across the three groups of respondents based on their perceived similarity to others. The chi-square difference test between the unconstrained and constrained models was not significant,  $\Delta\chi^2(25) = 23.63, p = .541$ , suggesting that the factor loadings were invariant across the groups and the measurement model was consistent across groups (Byrne, 2004, 2016).

With full metric invariance achieved for each of the multi-group measurement models, the next step was to test for potential moderating effects of the various groups of respondents that had been determined via cluster analysis. The following section provides the results of the multi-group moderation analyses.

#### 4.6.3 MULTI-GROUP MODERATION ANALYSES

The final goal of this study was to assess the extent to which the relationships in the conceptual model differ between various consumer segments. Thus, utilizing the various groups of respondents that had been separated based on their level of

involvement with craft beer, desire for unique consumer products, desire for authentic experiences, and perceived similarity to others, a series of chi-squared difference tests were conducted.

To assess the moderating effect of respondents' level of involvement with craft beer, a series of chi-square difference tests were conducted. The tests were analyzed by constraining each individual regression relationship and comparing the results to the unconstrained model. Initial results of the comparison of the unconstrained model and fully constrained model indicated that the model was not significantly different amongst the two groups, with  $\Delta\chi^2(40) = 49.63, p < .141$ . Upon further assessment, none of the paths were found to be significantly different between groups. Thus, Hypothesis 11 was not supported. Table 4.17 provides a detailed explanation of the results.

*Table 4.17 Moderating Effects of Involvement*

Model	$\chi^2$	df	$\Delta\chi^2$	$\Delta df$	p	High		Low	
						$\beta$	p	$\beta$	p
Uncon.	2571.23	1336			.001*				
Constrained									
LB – RQ	2571.23	1337	.002	1	.961	.04	.420	.03	.420
LE – RQ	2572.94	1337	1.71	1	.191	.11	.016*	.10	.016*
PX – RQ	2571.64	1337	.414	1	.520	.41	.001*	.36	.001*
SX – RQ	2571.24	1337	.012	1	.913	.33	.001*	.31	.001*
PY – RQ	2571.59	1337	.357	1	.550	.08	.134	.06	.134
AS – RQ	2571.57	1337	.340	1	.560	.22	.001*	.23	.001*
RQ – PA	2573.74	1337	2.51	1	.113	.41	.001*	.37	.001*
RQ – BA	2571.23	1337	.004	1	.951	.48	.001*	.51	.001*
PA – BA	2571.49	1337	.257	1	.612	.29	.001*	.30	.001*
PA – BL	2572.69	1337	1.47	1	.226	.27	.001*	.32	.001*
BA – BL	2572.14	1337	.909	1	.341	.50	.001*	.55	.001*

*Note: Uncon. (Unconstrained), \*p < .05*

The second multi-group analysis that assessed the moderating effect of respondents' desire for unique consumer products indicated that the unconstrained and fully constrained models were statistically significantly different between groups, with

$\Delta\chi^2(80) = 144.91, p < .001$ . Further assessment indicated that two of eleven paths showed significant differences: service excellence-relationship quality ( $\Delta\chi^2 = 10.20, \Delta df = 2, p = .006$ ) and relationship quality-brand attachment ( $\Delta\chi^2 = 11.36, \Delta df = 2, p = .003$ ). Thus, Hypothesis 12 was partially supported. Table 4.18 provides a detailed explanation of the results.

*Table 4.18 Moderating Effects of DUCP*

Model	$\chi^2$	$df$	$\Delta\chi^2$	$\Delta df$	$p$	Low		Mod		High	
						$\beta$	$p$	$\beta$	$p$	$\beta$	$p$
Uncon.	3359.96	2004			.001*						
Cons.											
LB – RQ	3360.89	2006	.936	2	.626	.04	.281	.05	.281	.05	.281
LE – RQ	3360.45	2006	.490	2	.783	.09	.028*	.09	.028*	.11	.028*
PX – RQ	3363.07	2006	3.11	2	.211	.36	.001*	.28	.001*	.37	.001*
SX – RQ	3370.16	2006	10.2	2	.006*	.31	.001*	.32	.001*	.34	.001*
PY – RQ	3363.87	2006	3.91	2	.141	.07	.055	.08	.055	.11	.055
AS – RQ	3361.09	2006	1.13	2	.569	.24	.001*	.19	.001*	.24	.001*
RQ – PA	3363.02	2006	3.06	2	.217	.37	.001*	.40	.001*	.37	.001*
RQ – BA	3371.32	2006	11.4	2	.003*	.50	.001*	.50	.001*	.50	.001*
PA – BA	3360.18	2006	.225	2	.894	.29	.001*	.32	.001*	.28	.001*
PA – BL	3360.34	2006	.384	2	.825	.28	.001*	.32	.001*	.28	.001*
BA – BL	3364.41	2006	4.45	2	.108	.54	.001*	.50	.001*	.58	.001*

*Note: Uncon. (Unconstrained), Cons. (Constrained), Mod (Moderate), \* $p < .05$*

As statistically significant differences were found between groups for two of the relationships, follow-up tests were run to determine specifically which groups differed and to what extent. In order to do so, multiple chi-square difference tests were run between two groups at a time (i.e., low and moderate, low and high, moderate and high). For these tests the regression relationships that were determined to be statistically significantly different in the previous tests were constrained and the results were compared to the unconstrained model. The first set of chi-square tests assessed the differences between the low and moderate groups, and only the relationship between service excellence and relationship quality was found to be statistically significantly

different, with  $\Delta\chi^2(1) = 10.13, p < .001$ . More specifically, service excellence had a stronger influence on relationship quality for the respondents in the moderate group ( $\beta = .328, t = 4.56$ ) than the low group ( $\beta = .326, t = 4.56$ ). The second set of chi-square tests assessed the differences between the low and high groups, and once again only the relationship between service excellence and relationship quality was found to be statistically significantly different, with  $\Delta\chi^2(1) = 4.11, p = .043$ . More specifically, service excellence had a stronger influence on relationship quality for the respondents in the high group ( $\beta = .247, t = 3.55$ ) than in the low group ( $\beta = .225, t = 3.55$ ). The third set of chi-square tests assessed the differences between the moderate and high groups, results indicated that only the relationship between relationship quality and brand attachment ( $\Delta\chi^2(1) = 11.28, p < .001$ ) was statistically significantly different. More specifically, relationship quality had a stronger influence on brand attachment for the respondents in the high group ( $\beta = .506, t = 9.81$ ) than the moderate group ( $\beta = .503, t = 9.81$ ).

The third multi-group analysis that assessed the moderating effect of respondents' desire for authentic experiences indicated that the unconstrained and fully constrained models were not statistically significantly different amongst the groups, with  $\Delta\chi^2(40) = 50.19, p < .130$ . Upon further investigation of the path relationships, one of the eleven paths were found to be statistically significantly different between the two groups: relationship quality-brand attachment ( $\Delta\chi^2 = 4.20, \Delta df = 1, p = .040$ ). More specifically, relationship quality had a stronger influence on brand attachment for the respondents in the low group ( $\beta = .485, t = 10.35$ ) than the high group ( $\beta = .477, t = 10.35$ ). Thus, Hypothesis 13 was partially supported. Table 4.19 provides a detailed explanation of the results.

Table 4.19 Moderating Effects of Desire for Authentic Experiences

Model	$\chi^2$	df	$\Delta\chi^2$	$\Delta df$	p	Low		High	
						$\beta$	p	$\beta$	p
Uncon.	2409.07	1336			.001*				
Constrained									
LB – RQ	2409.07	1337	.001	1	.979	.04	.488	.04	.488
LE – RQ	2409.07	1337	.002	1	.967	.10	.020*	.10	.020*
PX – RQ	2410.96	1337	1.89	1	.169	.31	.001*	.36	.001*
SX – RQ	2410.44	1337	1.37	1	.242	.33	.001*	.34	.001*
PY – RQ	2409.07	1337	.006	1	.938	.03	.438	.04	.438
AS – RQ	2409.48	1337	.418	1	.518	.22	.001*	.27	.001*
RQ – PA	2409.14	1337	.077	1	.781	.37	.001*	.36	.001*
RQ – BA	2413.27	1337	4.20	1	.040*	.49	.001*	.48	.001*
PA – BA	2409.63	1337	.564	1	.453	.34	.001*	.30	.001*
PA – BL	2409.08	1337	.009	1	.925	.33	.001*	.28	.001*
BA – BL	2410.93	1337	1.86	1	.172	.51	.001*	.54	.001*

Note: Uncon. (Unconstrained), \* $p < .05$

The final multi-group analysis assessed the moderating effect of respondents' perceived similarity to others. Results of the initial chi-square difference test between the unconstrained and fully constrained model indicated that the models were not statistically significantly different between groups, with  $\Delta\chi^2(80) = 79.15, p < .506$ . Further assessment of the path relationships revealed that only one of the eleven paths was statistically significantly different between the three groups, service excellence-relationship quality ( $\Delta\chi^2 = 7.00, \Delta df = 2, p = .030$ ). Thus, Hypothesis 14 was partially supported. Table 4.20 provides a detailed explanation of the results.

Table 4.20 Moderating Effects of Perceived Similarity

Model	$\chi^2$	df	$\Delta\chi^2$	$\Delta df$	p	Low		Mod		High	
						$\beta$	p	$\beta$	p	$\beta$	p
Uncon.	3495.57	2004			.001*						
Cons.											
LB – RQ	3495.94	2006	.374	2	.829	.02	.659	.02	.659	.02	.659
LE – RQ	3495.74	2006	.168	2	.919	.11	.025*	.09	.025*	.12	.025*
PX – RQ	3496.18	2006	.609	2	.738	.39	.001*	.39	.001*	.28	.001*
SX – RQ	3502.57	2006	7.00	2	.030*	.34	.001*	.39	.001*	.36	.001*
PY – RQ	3495.96	2006	.387	2	.824	.05	.289	.05	.289	.06	.289



AS – RQ	3497.92	2006	2.35	2	.309	.25	.001*	.21	.001*	.22	.001*
RQ – PA	3497.53	2006	1.97	2	.374	.37	.001*	.39	.001*	.33	.001*
RQ – BA	3497.43	2006	1.87	2	.394	.46	.001*	.49	.001*	.41	.001*
PA – BA	3497.97	2006	2.40	2	.301	.32	.001*	.32	.001*	.27	.001*
PA – BL	3500.77	2006	5.20	2	.074	.30	.001*	.28	.001*	.32	.001*
BA – BL	3496.43	2006	.857	2	.651	.53	.001*	.51	.001*	.50	.001*

*Note: Uncon. (Unconstrained), Cons. (Constrained), Mod (Moderate), \*p < .05*

Once again as statistically significant differences were found between groups for one of the paths, follow-up tests were run to determine specifically which groups differed and to what extent. As was done for the differences related to desire for unique consumer products, chi-square difference tests were run between two groups at a time (i.e., low and moderate, low and high, moderate and high). For these tests, the regression relationship between service excellence and relationship quality was constrained and the model was compared to the unconstrained model. Results indicated that the relationship was only statistically significantly different between respondents in the low group and moderate group, with  $\Delta\chi^2(1) = 6.54, p = .011$ . More specifically, service excellence had a stronger influence on relationship quality for respondents in the moderate group ( $\beta = .377, t = 6.24$ ) than the low group ( $\beta = .336, t = 6.24$ ).

In sum, results of the multi-group moderation analyses were able to partially support Hypotheses 12, 13 and 14, while Hypothesis 11 was not supported. The following section provides a summary of all of the results obtained in the current study.

#### 4.7 CHAPTER SUMMARY

As previously mentioned, in order to answer the first five research questions: (1) to what extent do visitors' perceptions of their microbrewery taproom experiences influence their relationship quality with the microbrewery taproom; (2) to what extent does visitors' relationship quality with the microbrewery taproom influence their place

attachment and brand attachment; (3) to what extent do visitors' place attachment influence their brand attachment, place loyalty and brand loyalty; (4) to what extent do visitors' brand attachment influence their place loyalty and brand loyalty; and, (5) to what extent do visitors' place loyalty influence their brand loyalty, the current study utilized SEM to assess the relationships between the factors of interest and to test Hypotheses 1-10. However, after conducting the pilot study EFA and the main study CFA, a number of the original factors/relationships were modified, and the hypotheses were modified to fit the data. More specifically, Hypothesis 1 (i.e., perceived neolocalism has a direct positive influence on relationship quality) was transformed into Hypothesis 1a (i.e., perceptions of local branding have a direct influence on relationship quality) and Hypothesis 1b (i.e., perceptions of local engagement have a direct positive influence on relationship quality). Similarly, Hypothesis 2a was transformed from CROI has a direct positive influence on relationship quality to product excellence has a direct positive influence on relationship quality; Hypothesis 2b was transformed from excellence has a direct positive influence on relationship quality to service excellence has a direct positive influence on relationship quality. Finally, Hypotheses 6 (i.e., place attachment has a direct positive influence on place loyalty), 8 (i.e., brand attachment has a direct positive influence on place loyalty) and 10 (i.e., place loyalty has a direct positive influence on brand loyalty) were all dropped as all place loyalty items dropped out during the CFA.

Results of the SEM analysis indicated that Hypothesis 1a, perceptions of local branding have a direct positive influence on relationship quality, was not supported, while Hypothesis 1b, perceptions of local engagement have a direct positive influence on relationship quality, was supported. Three of the final four hypotheses related to

experiential value were supported (i.e., Hypothesis 2a, 2b and 2d), Hypothesis 2c, playfulness has a direct positive influence on relationship quality, was not supported. Finally, Hypotheses 3 (i.e., relationship quality has a direct positive influence on place attachment), 4 (i.e., relationship quality has a direct positive influence on brand attachment), 5 (i.e., place attachment has a direct positive influence on brand attachment), 7 (i.e., place attachment has a direct positive influence on brand loyalty) and 9 (i.e., brand attachment has a direct positive influence on brand loyalty) were all supported.

Additionally, to answer the final research question, (6) to what extent do these relationships differ between various consumer segments, four separate multi-group moderation analyses were conducted. Results of the multi-group moderation analyses revealed that Hypothesis 11 (i.e., the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer involvement with craft beer) was not supported, while Hypothesis 12 (i.e., the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's desire for unique consumer products), Hypothesis 13 (i.e., the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumers' desire for authentic experiences) and Hypothesis 14 (i.e., the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumers' perceptions of their similarity to other consumers) were partially supported.

In sum, all of the following hypotheses were examined in the current study:

*Hypothesis 1a:* Perceptions of local branding have a direct positive influence on relationship quality (**Not Supported**).

*Hypothesis 1b:* Perceptions of local engagement have a direct positive influence on relationship quality (**Supported**).

*Hypothesis 2a:* Product excellence has a direct positive influence on relationship quality (**Supported**).

*Hypothesis 2b:* Service excellence has a direct positive influence on relationship quality (**Supported**).

*Hypothesis 2c:* Playfulness has a direct positive influence on relationship quality (**Not Supported**).

*Hypothesis 2d:* Aesthetics has a direct positive influence on relationship quality (**Supported**).

*Hypothesis 3:* Relationship quality has a direct positive influence on place attachment (**Supported**).

*Hypothesis 4:* Relationship quality has a direct influence on brand attachment (**Supported**).

*Hypothesis 5:* Place attachment has a direct positive influence on brand attachment (**Supported**).

*Hypothesis 6:* Dropped from the study.

*Hypothesis 7:* Place attachment has a direct positive influence on brand loyalty (**Supported**).

*Hypothesis 8:* Dropped from the study.

*Hypothesis 9:* Brand attachment has a direct positive influence on brand loyalty  
**(Supported).**

*Hypothesis 10:* Dropped from the study.

*Hypothesis 11:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer involvement with craft beer **(Not Supported).**

*Hypothesis 12:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's desire for unique consumer products **(Partially Supported).**

*Hypothesis 13:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumers' desire for authentic experiences **(Partially Supported).**

*Hypothesis 14:* The relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's perceptions of their similarity to other consumers **(Partially Supported).**

Having described the entirety of the obtained results, the following chapter provides a more detailed discussion of the study's findings and compares them to previous literature. The next chapter also provides a discussion of the implications of the research for academia as well as the microbrewery and tourism industries, while also providing suggestions and recommendations to both practitioners and scholars. Finally, the limitations and conclusions of the study are also included in the following chapter.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

This final chapter summarizes the major findings from the current study and discusses the contributions to theory and academic research, followed by contributions and implications for the microbrewery industry, the overall food and beverage and tourism industries. Limitations and suggestions for future research are discussed as well.

#### 5.1 STUDY SUMMARY

The overall purpose of this study was to investigate how consumer's microbrewery taproom experiences (place-based brand experiences) can influence their feelings of attachment to the place and/or brand, and if these feelings of attachment subsequently influence consumer loyalty (i.e., place loyalty and brand loyalty). Guided by prominent theories of consumer behavior, primarily rooted in attitude theory, consumer value theory, relationship theory and attachment theory, this study investigated the theoretical and empirical evidence of the relationships among the constructs of neolocalism, experiential value, relationship quality, place attachment and brand attachment, and finally place loyalty and brand loyalty. In addition, this study utilized a quantitative research design to examine the hypothesized relationships between the various constructs. The following questions guided the current study:

- 1) To what extent do visitors' perceptions of their microbrewery taproom experiences influence their relationship quality with the microbrewery taproom

- 2) To what extent does visitors relationship quality with the microbrewery taproom influence their place attachment and brand attachment?
- 3) To what extent do visitors' place attachment influence their brand attachment, place loyalty and brand loyalty?
- 4) To what extent do visitors' brand attachment influence their place loyalty and brand loyalty?
- 5) To what extent do visitors' place loyalty influence their brand loyalty?
- 6) To what extent do these relationships differ between various consumer segments?

To answer the above research questions, hypotheses were developed and tested in a conceptual model that was grounded in existing theoretical frameworks and based upon an extensive review of relevant literature. A survey instrument was developed based upon established and reliable constructs, as well as with new items and constructs that were derived from the extant literature. After the survey instrument was pilot tested over the course of three days in three breweries in a Southeastern U.S. tourist destination, it was refined and administered to eligible guests visiting one of three microbrewery taprooms in a different tourist destination over the course of five days. A total of 601 surveys were completed out of 934 eligible guests who were asked to participate in the study, a response rate of 64.35%, and these surveys were then used in the final data analysis

The remainder of this chapter begins with a brief summary of the results from each research question and its accompanying hypotheses. After the results are summarized, the subsequent section discusses how the key findings from each research question contribute to theory and academics, and how the findings from the current study support or refute findings from previous research. The final section discusses the

implications for microbrewery industry practitioners, and practitioners in the overall food and beverage and tourism industries. The chapter ends with a review of the limitations to the current study and future research opportunities.

## 5.2 SUMMARY OF RESULTS: RESEARCH QUESTIONS 1-5; HYPOTHESES 1-10

To answer research questions 1-5, a conceptual model was developed, and hypotheses tested for significance among the relationships. It is important to note once again that upon testing the hypothesized model a number of the originally hypothesized relationships were dropped or modified. The first hypothesized relationship in the model tested the influence that perceptions of neolocalism had on relationship quality; however, through the data analysis the construct of neolocalism was split into two factors, local branding and local engagement, thus Hypothesis 1 was split into H1a and H1b. Results of H1a showed that local branding did not significantly predict relationship quality ( $\beta=.02$ ,  $t=.387$ ,  $p<.699$ ), and H1a was not supported. Results of H1b showed that local engagement was a significant predictor of relationship quality ( $\beta=.11$ ,  $t=2.66$ ,  $p<.05$ ), and H1b was supported.

Similarly, to Hypothesis 1, Hypothesis 2 was also modified upon analysis. Specifically, the excellence construct was split into two factors, service excellence and product excellence, and the construct of consumer return on investment was dropped. Thus, H2a was changed from consumer return on investment to product excellence, but H2b-d remained the same. Results of H2a showed that product excellence significantly predicted relationship quality ( $\beta=.38$ ,  $t=7.32$ ,  $p<.001$ ), and H2a was supported. Results of H2b showed that service excellence significantly predicted relationship quality ( $\beta=.32$ ,  $t=6.00$ ,  $p<.001$ ), and H2b was supported. Results of H2c showed that playfulness did not



significantly predict relationship quality ( $\beta=.08$ ,  $t=1.80$ ,  $p<.071$ ), and H2c was not supported. Results of H2d showed that aesthetics significantly predicted relationship quality ( $\beta=.22$ ,  $t=4.29$ ,  $p<.001$ ), and H2d was supported. Overall, the results of H1 and H2 indicated that local engagement, product excellence, service excellence, and aesthetics were significant predictors of relationship quality, collectively explaining 80.6% of its variance. Thus, providing evidence for the first research question that visitors' perceptions of certain aspects of the microbrewery taproom experience influenced their relationship quality with the microbrewery taproom.

The second research question was examined via H3, relationship quality has a direct positive influence on place attachment, and H4, relationship quality has a direct positive influence on brand attachment. Results of H3 showed that relationship quality was a significant predictor of place attachment ( $\beta=.42$ ,  $t=9.34$ ,  $p<.001$ ) explaining 18.0% of its variance, and H3 was supported. Results of H4 showed that relationship quality was a significant predictor of brand attachment ( $\beta=.51$ ,  $t=11.08$ ,  $p<.001$ ), and H4 was supported.

The third research question was examined via H5, place attachment has a direct positive influence on brand attachment, and H7, place attachment has a direct positive influence on brand loyalty. It must be noted that during data analysis H6, place attachment has a direct positive influence on place loyalty, was dropped from the study as the items related to place loyalty were dropped during the CFA process. Results of H5 showed that place attachment was a significant predictor of brand attachment ( $\beta=.31$ ,  $t=8.08$ ,  $p<.001$ ), and H5 was supported. Furthermore, results of H4 and H5 indicated that relationship quality and place attachment collectively explained 49.2% of the variance in

brand attachment. Results of H7 showed that place attachment was a significant predictor of brand loyalty ( $\beta=.30$ ,  $t=7.58$ ,  $p<.001$ ), and H7 was supported.

The fourth research question was examined via H9, brand attachment has a direct positive influence on brand loyalty. Again, as a result of the CFA, H8 was dropped from the study as the items to place loyalty were dropped. Results of H9 showed that brand attachment was a significant predictor of brand loyalty ( $\beta=.30$ ,  $t=7.58$ ,  $p<.001$ ), and H9 was supported. Relatedly, results of H7 and H9 indicated that place attachment and brand attachment collectively explained 56.3% of the variance in brand loyalty. The fifth research question was not able to be examined in the current study as all of the items related to place loyalty were dropped during the process of the CFA.

### 5.3 SUMMARY OF RESULTS: RESEARCH QUESTION 6; HYPOTHESES 11-14

As with the first five research questions, the sixth research question was examined via hypothesis testing. Utilizing the overall conceptual model, Hypotheses 11-14 assessed differences between multiple groups of consumers for each of the hypothesized relationships within the conceptual model. Prior to assessing the differences between groups, multiple cluster analyses were run in order to split respondents into groups based on (1) level of involvement with craft beer, (2) desire for unique consumer products, (3) desire for authentic experiences and (4) perceived similarity to others.

Results of H11, the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer involvement with craft beer, showed that there were no significant differences between the two groups (low and high involvement). Thus, H11 was not supported.

Results of H12, the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's desire for unique consumer products, showed that there were significant differences between the three groups (low, moderate, and high) for two of the relationships: service excellence-relationship quality ( $\Delta\chi^2=10.20$ ,  $\Delta df=2$ ,  $p=.006$ ) and relationship quality-brand attachment ( $\Delta\chi^2=11.36$ ,  $\Delta df=2$ ,  $p=.003$ ). To further assess these differences, follow up analyses were conducted between the individual groups. Significant differences were found between the low and moderate groups for the relationship between service excellence and relationship quality, with  $\Delta\chi^2(1) = 10.13$ ,  $p<.001$ . More specifically, service excellence had a stronger influence on relationship quality for the respondents in the moderate group ( $\beta=.328$ ,  $t=4.56$ ) than the low group ( $\beta=.326$ ,  $t=4.56$ ). Similarly, significant differences were found between the low and high groups for the relationship between service excellence and relationship quality, with  $\Delta\chi^2(1) = 4.11$ ,  $p=.043$ . More specifically, service excellence had a stronger influence on relationship quality for the respondents in the high group ( $\beta=.247$ ,  $t=3.55$ ) than the low group ( $\beta=.225$ ,  $t=3.55$ ). The final follow up analysis revealed significant differences between the moderate and high group for the relationship between relationship quality and brand attachment ( $\Delta\chi^2(1) = 11.28$ ,  $p<.001$ ) was statistically significantly different. More specifically, relationship quality had a stronger influence on brand attachment for the respondents in the high group ( $\beta=.506$ ,  $t=9.81$ ) than the moderate group ( $\beta=.503$ ,  $t=9.81$ ). Thus, H12 was partially supported.

Results of H13, the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty

are moderated by consumers' desire for authentic experiences, showed that there were significant differences between the two groups (low and high) for one of the relationships, relationship quality-brand attachment ( $\Delta\chi^2=4.20$ ,  $\Delta df=1$ ,  $p=.040$ ). More specifically, relationship quality had a stronger influence on brand attachment for the respondents in the low group ( $\beta=.485$ ,  $t=10.35$ ) than the high group ( $\beta=.477$ ,  $t=10.35$ ). Thus, H13 was partially supported.

Results of H14, the relationships between neolocalism, experiential value, relationship quality, place attachment, brand attachment, place loyalty and brand loyalty are moderated by consumer's perceptions of their similarity to other consumers, showed that there were significant differences between the three groups (low, moderate, and high) for one of the relationships, service excellence-relationship quality ( $\Delta\chi^2=7.00$ ,  $\Delta df=2$ ,  $p=.030$ ). To further assess these differences, follow up analyses were conducted between the individual groups. Results of the follow up analyses revealed that the relationship was only statistically significantly different between respondents in the low and moderate groups, with  $\Delta\chi^2(1) = 6.54$ ,  $p=.011$ . More specifically, service excellence had a stronger influence on relationship quality for respondents in the moderate group ( $\beta=.377$ ,  $t=6.24$ ) than the low group ( $\beta=.336$ ,  $t=6.24$ ). Thus, H14 was partially supported.

#### 5.4 ACADEMIC AND THEORETICAL CONTRIBUTIONS: KEY FINDINGS FROM RESEARCH QUESTIONS 1-5

To answer research questions 1-5, a conceptual model was developed, and hypotheses tested for significance between the relationships. The first relationship in the conceptual model looked at the relationship between perceptions of neolocalism aspects of the microbrewery and the influence they have on relationship quality with the

microbrewery taproom. Past studies of U.S. microbreweries and the overall U.S. craft beer industry have suggested that the neolocalism movement is a major reason for the recent success of the craft beer industry and microbreweries (Flack, 1997; Holtkamp et al., 2016; Reid et al., 2014; Schnell, 2013; Schnell & Reese, 2003; Shortridge, 1996). Neolocalism refers to the deliberate action of consumers to seek out local and authentic experiences and products that help foster a feeling of place attachment (Flack, 1997; Murray & Kline, 2015; Plummer et al., 2005; Schnell, 2013; Schnell & Reese, 2003; Shortridge, 1996). Flack (1997) indicates that craft breweries represent a rejection of national and regional culture, in favor of something more local. Similarly, studies have indicated that microbreweries deliberately play on their connections to the local community through naming, branding and marketing schemes that emphasize distinctiveness and a local identity (Holtkamp et al., 2016; Schnell & Reese, 2003). Furthermore, past research has suggested that brewers recognize that by focusing the branding, naming and marketing of their brands and products on the local history, heroes, stories and folklore of a location, they can create a closeness with consumers (Flack, 1997; Hede & Watne, 2013; Schnell & Reese, 2003).

However, even though previous studies have pointed to the importance of neolocalism to the success of microbreweries, only two studies (Murray & Kline, 2015; Taylor, Jr. & DiPietro, 2017) have actually assessed the role of neolocalism from the consumers' point of view. In both of these studies, the authors only looked at the motivational role that items related to neolocalism had on consumers' decision to visit microbrewery taprooms. Although both studies found that certain items related to neolocalism did play a significant role in consumers' motivations to visit microbrewery

taprooms, neither study assessed the potential role of consumers' perceptions of neolocalism aspects related to the microbrewery taproom experience. Thus, the current study fills this gap as it is the first to assess consumers' perceptions of neolocalism aspects of the microbrewery taproom experience and the influence these perceptions had on consumers' relationship quality (i.e., satisfaction and trust) with the microbrewery taproom. By testing items adapted from Holtkamp et al. (2016) the current study found neolocalism aspects could be split into two factors: local branding and local engagement.

Results of H1, which was subsequently split into H1a and H1b found that consumers' perceptions of local engagement of the microbrewery had a significant positive influence on relationship quality with the microbrewery taproom. Thus, providing empirical evidence for the suggestions that neolocalism has a positive impact on microbreweries and the craft beer industry which have been provided by previous studies (Flack, 1997; Holtkamp et al., 2016; Reid et al., 2014; Schnell 2013; Schnell & Reese, 2003; Shortridge, 1996). It should be noted again, the current study is amongst the first to actually assess consumers' perceptions of neolocalism aspects and their influence on relationship quality toward the microbrewery taproom, and one of the first to utilize the items proposed by Holtkamp et al. (2016) to do so. Although the current study's findings help provide an understanding of the influence that neolocalism aspects (i.e., local engagement) have on relationship quality toward the microbrewery taproom, further research on the construct of neolocalism is warranted. Relatedly, future research should seek to further assess any potential influence of local branding on consumers' relationship quality, especially as the majority of respondents in the current study were tourists and may not have been aware of local branding and marketing utilized by the

microbreweries. It is possible that local branding could play a more significant role on the satisfaction and/or trust for residents than for tourists, as residents would be more likely to understand and potentially appreciate the local connections. However, the significant findings of the current study related to the influence of local engagement provides researchers further understanding of the importance that consumers place on local brands interacting with one another as well as the communities that they are located within. The neolocalism movement has been relevant in a number of industries in recent years, and the findings of the current study suggest a need to further assess the importance of local brands and their impacts on their local communities and local economies.

The second part of the first research question looked at the relationships between forms of experiential value and relationship quality. Previous research has shown that experiential value (i.e., consumer return on investment, excellence, playfulness, and aesthetics) have a direct influence on consumers' relationship quality, comprised of satisfaction and trust, and behavioral intentions (Jin et al., 2013; Kim et al., 2006; Kivela et al., 2000, Ryu & Han, 2010; Wu & Liang, 2009). Direct support for the influence of three forms of experiential value (i.e., CROI, excellence and aesthetics) on relationship quality was found by Jin et al. (2013). Interestingly, Jin et al. (2013) found that escapism (i.e., playfulness) had a direct negative impact on relationship quality. However, given the context of the current study and the nature of the consumption experience (i.e., visiting a taproom and consuming beer) it was proposed that playfulness (i.e., escapism and enjoyment) would have a positive influence on relationship quality.

As with H1, H2 (a-d) was modified as a result of the data analysis, specifically the excellence construct was split into two factors, service excellence and product excellence,

and the construct of consumer return on investment was dropped due to the CFA. Thus, H2a was changed from consumer return on investment to product excellence, but H2b-d remained the same. Similarly to the results of Jin et al. (2013), three of the four forms of experiential value (i.e., H2a product excellence, H2b service excellence and H2d aesthetics) had a direct positive influence on relationship quality. However, as Jin et al. (2013) found that escapism (i.e., playfulness) had a direct negative impact on relationship quality, results of the current study found that playfulness (H2c) did not have any significant influence on relationship quality.

Results of H2a-d provided further testing of the experiential value scale and the roles that the various forms of experiential value play in the overall consumption experience. Furthermore, results of the current study provide further support for the inclusion of product excellence in the scale as suggested by Keng et al. (2007). Relatedly, results of H2b and H2d further support the findings by Jin et al. (2013) on the influence of service excellence and aesthetics on relationship quality. However, the results of the current study also suggest a need to further assess the roles of consumer return on investment and playfulness in regard to the microbrewery taproom experience. Although there are several possible explanations for the issues regarding the CROI items and the nonsignificant findings regarding playfulness, one explanation is that given the relatively hedonic nature of the consumption experience, visiting a taproom and consuming beer, consumers simply expected to spend money while having a good time and thus were more concerned with the product, service and aesthetics qualities at the microbrewery taprooms rather than value or return on investment. However, future studies may consider



any potential motivational aspects of the various forms of experiential value, as the current study was concerned specifically with perceptions of experiential value.

The second research question considered the next two relationships in the conceptual model: H3- relationship quality has a direct positive influence on place attachment, and H4- relationship quality has a direct positive influence on brand attachment. Previous studies have indicated that positive experiences with products, brands and places can lead to a further affective outcome of consumer attachment (Cardinale et al., 2016; Chen & Phou, 2013; Esch et al., 2006; Orth et al., 2012; Vlachos et al., 2010). Further, studies have provided empirical evidence for the direct positive influence of satisfaction and trust (i.e., relationship quality) on place attachment (Chen & Phou, 2013) and brand attachment (Esch et al., 2006; Vlachos et al., 2010). Results of the current study further support the findings of previous studies, as both H3 and H4 were supported. Relatedly, the findings of the current study provide further insight into the connections between attitude theory, relationship theory and attachment theory. More specifically, the cognitive-affective-behavioral framework of attitude theory that framed the current study suggests that positive affective feelings of satisfaction and trust (i.e., relationship quality) lead to further positive affective feelings of attachment (i.e. place attachment and brand attachment), and the findings of the current study provide further support for this framework, as well as the connections between the various consumer behavior theories utilized to guide the study.

Relatedly, considering the results of H1-H4 together, the current study provides further understanding of the role that place-based brand experiences have on building both place attachment and brand attachment. Likewise, the results of H1-H4 taken

together provide further understanding of the connections between consumer value theory, relationship theory and attachment theory, particularly as they relate to the overall consumption experience. This is furthered by the results related to the third and fourth research questions (H5-H9), discussed below.

The third research question considered the next three relationships in the conceptual model: H5- place attachment has a direct positive influence on brand attachment, H6- place attachment has a direct positive influence on place loyalty (dropped from the study), and H7- place attachment has a direct positive influence on brand loyalty. Studies of place-based brands have indicated that the experience an individual has with the brand is only part of the overall experience that the individual has with the place (Cardinale et al., 2016; Orth et al., 2012). Therefore, if the experience with the place and the experience with the place-based brand are both positive, the individual may attribute the positive experience with the place-based brand to the place, due to the connection of the brand to the place (Orth et al., 2012). This suggests that place attachment may positively influence brand attachment, and the results of the current study (H5) provide empirical support for this, as place attachment was found to have a significant positive influence on brand attachment.

Past studies have also shown that consumers' place attachment has a direct influence on their place loyalty (Cardinale et al., 2016; Chen & Phou, 2013). Furthermore, as noted previously, Orth et al. (2010) suggested that if the experience with the place and the experience with the place-based brand are both positive, an individual may attribute the positive experience with the place-based brand to the place, due to the connection of the brand to the place. Therefore, as place attachment has been found to

have a direct influence on place loyalty (Cardinale et al., 2016; Chen & Phou, 2013; Yuksel et al., 2010) (H6, dropped from the current study), the current study also proposed that place attachment would have a direct positive influence on brand loyalty (H7), especially given the context of the current study as it relates to place-based brands. Although H6 was dropped from the current study during data analysis, results of H7 provided empirical support for the direct positive influence of place attachment on brand loyalty. Thus, providing further support for the findings and suggestions of previous studies regarding the connections between place-based brands and the places they are tied to (Cardinale et al., 2016; Orth et al., 2012), and the direct positive influences of place attachment on brand attachment and place attachment on brand loyalty.

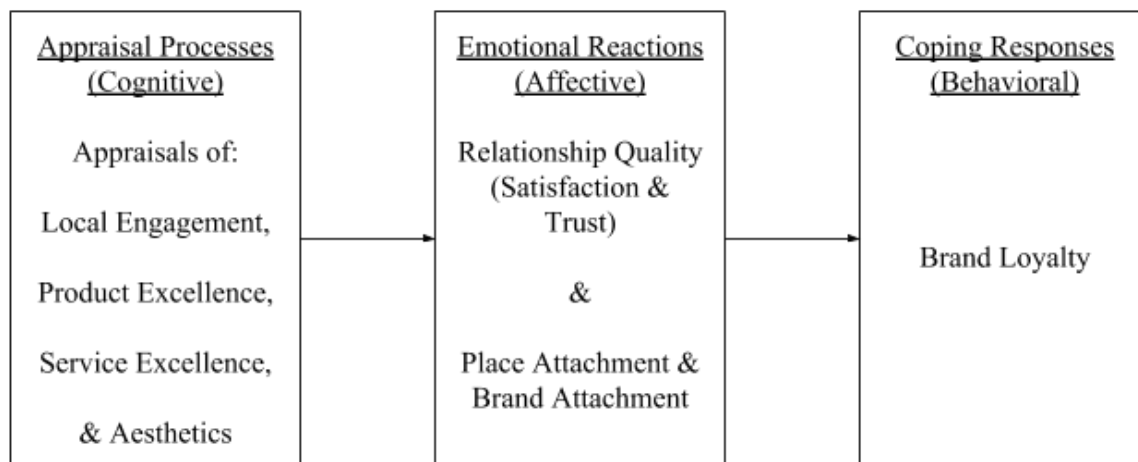
The fourth research question considered the next two relationships in the conceptual model: H8- brand attachment has a direct positive influence on place loyalty (dropped from the current study), and H9- brand attachment has a direct positive influence on brand loyalty. Although previous studies provided theoretical support for the notion that attachment towards a place-based brand, which is tied to an attachment to the place, can lead to a positive influence on loyalty to the place, H8 was dropped from the current study during data analysis. Thus, suggesting a need to further assess this relationship. However, results of H9 provided further support for the direct influence of consumers' brand attachment on their brand loyalty as suggested by previous studies (Esch et al., 2006; Orth et al., 2010; Thomson et al., 2005). Overall, the findings related to research questions three and four provide further understanding of the underlying theories in the study as well as the relationships between place-based brands and the places they are tied to. More specifically, the findings of the current study provide further

support for the notion that consumers who have a positive experience with a place-based brand may attribute this positive experience to the place, due to the connection of the brand to the place (Orth et al., 2010). Thus, a positive experience that leads to increased relationship quality with a place-based brand can influence overall feelings of attachment to the place and to the brand. Likewise, positive feelings of place attachment can influence brand attachment, and positive feelings of place attachment and brand attachment can lead to positive feelings of brand loyalty toward the place-based brand.

As a result of the construct of place loyalty being dropped from the current study, the fifth research question being assessed through H10- place loyalty has a direct positive influence on brand loyalty, was also dropped from the current study. This result indicates a need to further assess the overall role of place loyalty as it relates to place-based microbrewery brands and the places that they are tied to. As well as the relationship between place loyalty and brand loyalty as they relate to place-based brands. One suggestion is to assess place loyalty with a different scale than the one used in the current study, as there were covariance issues during the data analysis between the place attachment and place loyalty items.

The current study was framed by prevalent consumer behavior theories, specifically consumer value theory, relationship theory and attachment theory grounded in an overall understanding of the cognitive-affective-behavioral framework of attitude theory. By assessing each of these various consumer behavior theories with a grounding in attitude theory the current study provides a further understanding of how consumers progress through and think about the overall consumption experience. Furthermore, the current study builds on previous understandings of various constructs and their

connections to one another. This study provides the first consumer based assessment of the construct of neolocalism. Similarly, the current study provides further assessment of the EVS within a new context that provides insight into the potential influences of the various forms of value that consumers' consider within the consumption experience. Relatedly, the current study provides further details on the role that an experience with a place-based brand has on consumers' attachment and loyalty toward the place and brand. As such, results of the current study provide further understanding of how cognitive appraisals of neolocalism (i.e., local engagement) and experiential value (i.e., product excellence, service excellence and aesthetics) lead to affective reactions of relationship quality (i.e., satisfaction and trust), place attachment and brand attachment, which subsequently lead to the behavioral response of brand loyalty (see Figure 5.1 below).



*Figure 5.1 Cognitive-Affective-Behavioral Relationship Framework*

## 5.5 ACADEMIC AND THEORETICAL CONTRIBUTIONS: KEY FINDINGS FROM RESEARCH

### QUESTION 6

The sixth research question, which involved assessing differences between multiple groups of consumers for each of the hypothesized relationships within the contextual model, was examined via H11-H14. However, prior to testing the remaining

hypotheses, consumers were split into multiple segments using the two-step cluster analysis approach based on their, (1) level of involvement with craft beer, (2) desire for unique consumer products (DUCP), (3) desire for authentic experiences and (4) perceived similarity to others. Although previous studies have utilized these variables to segment consumers, to date there has not been a study utilizing all four of these variables to segment craft beer drinkers or microbrewery taproom visitors. Thus, the current study bridges this gap and provides insight into the usefulness of these four variables to segment microbrewery taproom visitors.

Results of the first cluster analysis revealed that respondents could be split into two groups: low involvement with craft beer and high involvement with craft beer. The findings of the current study were similar to the findings of Taylor, Jr. and DiPietro (2017) who found that U.S. craft beer drinkers could be split into two groups based on their level of involvement and variety seeking in regard to craft beer. Although the results of the cluster analysis indicated that respondents could be split into two separate groups, upon testing H11, no significant differences were found between the groups for any of the relationships in the conceptual model. In their previous work, Taylor, Jr. and DiPietro (2017) found significant differences between groups of craft beer drinkers regarding their motivations to visit microbrewery taprooms. Considering the findings of the current study and the findings of Taylor, Jr. and DiPietro (2017), it could be suggested that assessing specific consumer behaviors between groups may be more impactful than assessing differences between perceptions and outcomes of the overall consumption experience when utilizing involvement as the segmentation variable.

Results of the second cluster analysis revealed that respondents could be split into three groups: low DUCP, moderate DUCP and high DUCP, thus providing further support for utilizing DUCP as a consumer segmentation variable. The results of H12 indicated that there were significant differences between the groups for two of the eleven paths in the conceptual model: service excellence-relationship quality and relationship quality-brand attachment. More specifically, service excellence had a stronger influence on relationship quality for the moderate group than the low group, as well as for the high group than the low group. Similarly, relationship quality had a stronger influence on brand attachment for the high group than the moderate group. Although DUCP has been studied in numerous fields, only one previous study has assessed the influence of DUCP as it relates to microbrewery taproom visitors (Murray and Kline, 2015). Murray and Kline (2015) found that microbrewery taproom visitors' DUCP had a strong positive influence on their loyalty toward microbreweries; however, the authors did not assess differences between visitors regarding their individual levels of DUCP. Thus, the current study adds to the overall understanding of DUCP, how it can be used in segmenting consumers, and the differences between groups of microbrewery taproom visitors regarding their DUCP.

Results of the third cluster analysis revealed that respondents could be split into two groups: low desire for authentic experiences and high desire for authentic experiences. Authenticity has been broadly defined by Taylor (1991) as a belief or acceptance that a good or service is real or genuine. In this sense, products such as food or drinks are considered authentic if they are the products typically consumed by local people (Chhabra et al., 2003). As previously discussed, the neolocalism movement is

directly tied to consumers' desires for more authentic and local products and experiences, and one way that consumers can feel like a part of the community is by drinking distinctly local beers (Holtkamp et al., 2016; Shortridge, 1996). However, even as studies have suggested the importance of the local and authentic connections between breweries and consumers' desire, Murray and Kline (2015) are the only authors that have assessed the role that this connection plays in the context of microbrewery taprooms. In their study, Murray and Kline (2015) assessed the influence that microbreweries' connections to the local community had on consumers' loyalty toward the microbreweries. Though the study did provide some insight into the role that this connection plays, it did not assess any differences between visitors regarding their desire for authentic experiences.

Thus, the current study builds on these previous studies by assessing the differences between microbrewery taproom visitors regarding their desire for authentic experiences. However, the results of H13 indicated that there were significant differences between the two groups for only one of the eleven relationships in the conceptual model: relationship quality-brand attachment. More specifically, relationship quality had a stronger influence on brand attachment for respondents in the low group than the high group. This suggests that for those individuals who have a lower level of desire for authentic experiences, positive feelings of satisfaction and trust have a greater influence on further feelings of brand attachment than for individuals who have a greater desire for authentic experiences. Thus, there may be some other underlying factors influencing brand attachment for those in the high group that were not assessed in the current study. Therefore, even as the results of the current study add to the understanding of utilizing



consumers' desire for authentic experiences as a segmentation variable further research is needed into how these groups differ.

Results of the final cluster analysis indicated that respondents could be split into three groups: low perceived similarity to others, moderate perceived similarity to others and high perceived similarity to others. Recent studies within the restaurant industry have assessed how consumers' perceived similarity to other consumers within the service environment influences their responses to the overall experiences (Hanks et al., 2017; Line et al., 2012). As noted previously, these studies draw on the concept of homophily, indicating that individuals prefer experiences when they perceive other involved individuals to be similar to themselves (McPherson et al., 2001). However, previous studies only provide an understanding of how these perceptions of similarity (dissimilarity) influence evaluations of the consumption experience. Thus, the current study builds on these studies by segmenting consumers based on their perceived similarity to others and assessing differences between the groups.

Results of H14, which assessed the differences between these groups indicated that there were significant differences between groups for only one of the eleven relationships in the conceptual model: service excellence-relationship quality. More specifically, service excellence had a stronger influence on relationship quality for respondents in the moderate group than the low group. This suggests that individuals in the moderate perceived similarity group are more satisfied and trusting of brands that offer greater service. Relatedly, this could suggest that individuals in the low perceived similarity group may be more discerning than those individuals in the moderate perceived similarity group, or there could be other underlying factors influencing their satisfaction

and trust that were not assessed in the current study. As with the previous assessments of the differences between consumer segments, results of H14 provide further insight into the potential of utilizing perceived similarity to others as a segmentation variable; however, further research is needed to assess specific differences between the groups.

Overall, the multi-group assessments provide further understanding of the four segmentation variables utilized in the current study: involvement, DUCP, desire for authentic experiences, and perceived similarity to others. However, results of the individual hypotheses tests suggest a need for further analysis, as relatively few differences were found between groups regarding their perceptions, affective feelings and subsequent loyalty behaviors regarding the microbrewery taproom experiences. As noted previously, the use of such variables to segment groups may be better utilized to decipher specific consumer behaviors between groups rather than perceptions and resultant outcomes of the consumption experience. Thus, future studies should continue to assess specific differences between consumer segments along with considering more in-depth assessments of consumer segments utilizing these four variables.

The remainder of the discussion section focuses on how the findings from the current study have significant implications for industry and addresses how the results can aid practitioners in the microbrewery industry, food and beverage industry and tourism industry. This is followed by a discussion of the limitations to the current study and future research that can continue to aid academics and practitioners.

## 5.6 IMPLICATIONS FOR PRACTITIONERS

The results from this study have major implications for practitioners in the craft beer and microbrewery industry along with practitioners in the overall food and beverage

and tourism industries. Implications are addressed by the key findings from each research question and how they can inform industry practitioners.

Regarding consumers' perceptions of their microbrewery taproom experiences and the influence on their relationship quality with the microbrewery taproom, the breweries' local engagement, service excellence, product excellence and aesthetics all positively influenced relationship quality. This suggests that microbreweries that focus on connecting themselves with and engaging with the local community can positively influence customers' satisfaction and trust (i.e., relationship quality) toward the operation. One way to do this is by bringing in local food trucks or partnering with other local businesses to draw consumers who are drawn to local goods. Finding ways to get beer to consumers in various locations (i.e., festivals, restaurants, bars or grocers) could also help microbrewery operators grow their brands and increase recognition within their local communities and beyond. Although it may be difficult for new breweries to grow their distribution channels, local food and beverage events or other local outdoor activities (i.e., local 5k races or farmer's markets) provide great opportunities for new breweries to connect with locals and visitors who may not otherwise visit a taproom. Relatedly, microbreweries that are engaging local residents and providing great service to all guests can also expect to see higher levels of relationship quality from all guests. Similarly, microbrewery operators must be sure to provide high quality beers and an enjoyable atmosphere for guests to enjoy them in. As previous studies related to food and beverage operations and food and beverage tourism destinations have suggested, food and beverage quality, service quality and atmosphere are amongst the most important factors to ensuring consumer satisfaction (Antun, Frash, Costen, & Runyan, 2010; Ryu

and Jang, 2008), and food and beverage consumption positively influences tourists' experiences of a destination (Kivela & Crofts, 2006; Wolf, 2006).

Beyond increasing relationship quality, microbreweries that are able to capitalize on their engagement with local communities while providing quality beers and service in an enjoyable atmosphere, microbreweries are also able to further increase consumers' levels of place attachment and brand attachment. As noted previously, if consumers' place-based brand experiences (i.e., microbrewery taproom experiences) are positive and satisfactory this can positively influence consumers' place attachment and brand attachment (Cardinale et al., 2016; Orth et al., 2012). Thus, destinations that are supportive of and help promote their local microbreweries can increase resident's attachment to their hometowns while also attracting tourists to the destination and the microbreweries located there. State and local tourist boards and CVBs should seriously consider ways to market local microbreweries along with encouraging their involvement with local events.

Relatedly, as place attachment is increased, so too is attachment to the microbrewery brands and both place attachment and brand attachment can positively influence consumers' brand loyalty. Although the current study did not find a direct influence on place loyalty, previous studies have provided support for place attachment and brand attachment leading to increased place loyalty (Cardinale et al., 2016; Chen & Phou, 2013; Orth et al., 2012; Yuksel et al., 2010). Again, as previously noted, studies of place-based brands have indicated that the experience an individual has with the brand is only part of the overall experience that individual has with the place (Cardinale et al., 2016; Orth et al., 2010); thus, if the experience with place and with the place-based brand

are both positive, the individual may attribute the positive experience with the place-based brand to the place, due to the connection of the brand to the place (Orth et al., 2012). Again, even as the current study did not find any significant influence of local branding on consumers' satisfaction or trust, any microbrewery operation that is able to successfully tie itself to a destination has the opportunity to attract locals and tourists that are interested in supporting local businesses. Thus, microbrewery operators should consider any avenue that allows them to link their brewery to a destination, such as serving beer at local events, distributing beer to local restaurants and retailers, partnering with other local businesses or using local references when naming beer(s).

Overall, the findings related to the first five research questions of the current study suggest that microbreweries and the destinations they are located in can both benefit from building on and strengthening their connections to one another. As such, destinations should work to promote their microbreweries, and microbreweries should continue to engage with other local businesses and local communities. As suggested by Plummer et al. (2005, 2006) successful beer tourism destinations rely heavily on partnerships between brewers, other local businesses and local tourism boards. The findings of the current study provide further support for the suggestions of Plummer et al. (2005, 2006), and it is advised that any destination looking to attract beer tourists should work towards building and maintaining partnerships between local breweries and other local businesses. Destinations that are looking to increase their beer tourism should consider sending representatives to the cities listed by Travelocity in their 2016 beer tourism index to see how these cities have been successful in building and maintaining their beer tourism industries. Again the main data collection for the current study was

carried out in the seventh rated “beercation” city according to Travelocity (Travelocity, 2016).

The last major finding from this study that has implications for practitioners is related to the various segments of microbrewery taproom visitors. Even though relatively few significant differences were found between the various groups of visitors, microbrewery operators can still benefit from understanding that different groups of people regularly visit their taprooms. For instance, results of the main study found that over half (i.e., 53.7%) of the respondents reported themselves as not highly involved with craft beer, relatedly nearly half (46.6%) of respondents indicated that they did not perceive other guests at the taproom to be similar to themselves. However, roughly 45% of all respondents (51.5% of tourists) indicated that the reason they visited Asheville was for the breweries or beers. Thus, microbrewery operators should ensure that their employees try to get to know their guests, so they have a better understanding of who these people are and what they may want. This is further supported by the findings in the current study that showed that service excellence tended to have a greater influence on relationship quality and relationship quality tended to have a greater influence on brand attachment for respondents in the higher groups than the lower groups. Previous studies have indicated that relationship quality and brand attachment can positively influence loyalty (Chen & Phou, 2013; Jin et al., 2013; Orth et al., 2012), and these findings are further supported by the current study. Although findings indicated that service excellence had a positive influence on relationship quality, the current study did not include any items related to server or bartender knowledge of beers which could also play a role in building consumer satisfaction and trust.

This concludes the discussion on the research findings and the implications for academics and practitioners. The next section discusses limitations to the research and concludes with future research opportunities and conclusions.

## 5.7 LIMITATIONS OF RESEARCH

This study has multiple limitations that need to be addressed. One of which is the lack of generalizability across craft brewery segments, as well as amongst similarly sized microbreweries in different regions and states. The current study took place within two tourist destinations in the Southeastern U.S. and captured 219 completed surveys in the pilot study and 601 completed surveys in the main study. Thus, the findings cannot be generalized to all visitors of all microbrewery taprooms within the U.S. However, it should be noted that even as the overall sample size was relatively small, the demographic breakdown of respondents is similar to findings of previous studies on craft beer drinkers and microbrewery taproom visitors (Clarke, 2012; Kraftchick et al., 2014; Murray and O'Neill, 2012; Murray & Kline, 2015; Taylor, Jr. & DiPietro, 2017).

A second limitation of this study is that there are a number of factors affecting consumers' reasons for visiting the microbrewery taprooms that were not controlled for. Specifically, the study did not assess any motivational aspects that led consumers to the specific taprooms or any expectations that they held prior to their visit. Similarly, while the study took place during normal operating hours for the multiple microbrewery taprooms that were utilized in the current study, considering that some operations held differing hours, it is possible that the study did not capture the most representative sample of the typical consumers. However, the choice to use specific hours during which all

operations were open has also been set as a delimitation of the study, to provide a focused understanding of the individuals who were patronizing the operations during those hours.

Another limitation is related to the specific focus of this study on consumers and their perceptions and behaviors. While the study aims to assess various consumers and consumer groups, it does not consider the specific perceptions or behaviors of owners or other stakeholders of microbrewery taprooms. Relatedly, given the specific context of this study, microbrewery taprooms, it is assumed that participants in the study were imbibing alcoholic beverages, which potentially influenced their responses in a manner that may not be reflective of their perceptions/behaviors in a situation where they had not been doing so. However, the decision to specifically survey consumers during earlier hours in brewery operations has also been set as a delimitation of the study, to provide a focused understanding of a specific group of individuals and to minimize the impact that drinking may have had on responses.

Another major limitation to the current study is the potential for survey-taking fatigue as the final survey for the main study included 10 items related to demographic information and 78 items related to the various constructs and variables under investigation. Therefore, even as potential respondents were told ahead of time how long the survey would take it is possible that some respondents who did not finish the survey got tired of responding. Relatedly, it is possible that even those who did finish the survey did so quickly and did not read each item carefully before responding. Similarly, given the context of where surveys were collected it is possible that respondents answered quickly in order to continue enjoying their experience at the taproom.



## 5.8 FUTURE RESEARCH OPPORTUNITIES

There are several opportunities for future research that are apparent as a result of the findings from the current study. First, the results of the various factor analyses and overall structural model testing suggest a need to further assess and refine the various constructs and related items. As noted throughout the study, this was the first study to assess the role of microbrewery taproom visitors' perceptions of neolocalism aspects related to the microbrewery. Results of the current study indicate that from the consumer perspective the construct of neolocalism can be broken down into two factors: local branding and local engagement.

Though, numerous previous studies have suggested that marketing and branding that is tied to the local community has been paramount to the success of microbreweries and the craft beer industry overall, results of the current study suggest that local branding does not have a significant influence on consumers' satisfaction or trust (i.e., relationship quality). One potential explanation for the non-significant influence of local branding could be due to the high number of tourists sampled in the current study. It is possible and highly likely that most tourists may be unaware of the local branding and marketing utilized by the microbreweries; thus, local branding could play a more significant role in building satisfaction and trust amongst residents. However, the current study does provide support for the importance of microbreweries local engagement in driving consumers' satisfaction and trust, which is similar to the findings of Murray and Kline (2015) and Taylor, Jr. and DiPietro (2017). Future studies should not only seek to further assess the potential role of the neolocalism factor, they should also seek to assess

potential differences between microbrewery brands that focus their marketing/branding on local themes and those that do not.

Findings of the current study also suggest a need to further assess the experiential value scale and its various constructs (i.e., CROI, excellence, playfulness and aesthetics) within different contexts and consumption experiences. Given the context of the current study and the rather hedonic experience of visiting a microbrewery taproom and imbibing alcoholic beverages, it is possible that consumers are not concerned with monetary or time related forms of value (i.e., CROI). However, future studies may seek to assess if CROI plays a role in consumers' motivations to visit one taproom over another.

Results of the current study indicate a need to not only reconsider the traditional conceptualization of place-based brands, but also to further assess the relationships between place-based brands, place attachment, brand attachment, place loyalty and brand loyalty. Although the current study found that local engagement not local branding had a significant positive influence on consumers' relationship quality, previous studies have indicated that local branding that has also helped the craft beer and microbrewery industries to grow in recent years. Thus, future studies should seek to assess what aspects consumers' consider about a brand that make it a place-based brand. Relatedly, future studies should utilize this information to assess how the relative importance of various place-based brand aspects as well as the potential influence these aspects have on consumers' attachments and loyalty toward places and brands.

Finally, results of the current study indicate a need to further assess the differences between the various segments of microbrewery taproom visitors, and craft beer drinkers overall. Although relatively few significant differences were found between

the various segments in the current study, the findings indicate that microbrewery taprooms draw a myriad of guests. Previous studies have indicated that consumers tend to differ in their levels of involvement (Zaichkowsky, 1985; Taylor, Jr. & DiPietro, 2017), desires for unique consumer products (Lynn & Harris, 1997; Murray & Kline, 2015), desire for authentic experiences (Kim & Eves, 2012), and perceived similarity to others (Hanks et al., 2017; Line et al., in press), and the findings of the current study further support this. However, based on the findings of the current study it is suggested that future research focus more on how these different groups differ in their actual consumption behaviors or motivations for visiting microbrewery taprooms. One area that was not assessed in the current study was server/bartender knowledge of beers, which could potentially influence the satisfaction and trust of consumers, and especially of consumers who are less involved or who have lower levels of desire for unique products or authentic experiences. Furthermore, future research should attempt to assess how practitioners can quickly and easily identify guests in these different groups so that they may be able to modify how they interact with or market to different individuals.

## 5.9 CONCLUSION

The craft beer industry and, microbreweries in particular, is continuing to grow, with over 5,234 craft breweries operating in the U.S. as of 2016, 3,132 of which are microbreweries (Brewers Association, 2017). However, even as the craft beer industry has seen substantial growth in recent years, researchers have been slow in their investigations into the industry and its consumers, especially within the hospitality and tourism literature. As such, the current study adds to the current literature surrounding the craft beer industry and its relationship to the hospitality and tourism fields.

Grounded in consumer behavior theories, findings of the current study provide further support for the relationships between consumers' perceptions of a consumption experience, their feelings of relationship quality, attachment and loyalty. More specifically, results of the current study provide further support for how consumers' perceptions of place-based brand experiences can lead to increased feelings of relationship quality toward the place-based brand, further leading to increased feelings of place attachment and brand attachment, and ultimately leading to increased feelings of brand loyalty.

This study also hopes to contribute positively to the overall understanding of consumer segmentation and in particular to segmenting U.S. craft beer drinkers and visitors of microbrewery taprooms. Though previous studies have provided some insight into the demographic breakdowns of U.S. craft beer drinkers (Clarke, 2012; Murray & O'Neill, 2012) along with visitors of microbrewery taprooms in the U.S. (Kraftchick et al., 2014; Murray & Kline, 2015; Taylor, Jr. & DiPietro, 2017), there is still limited knowledge of the differences between these consumers. The current study helps close that gap in understanding, by providing more in-depth segmentation analyses. However, even as the results of the current study indicate that microbrewery taproom visitors can be segmented into multiple groups based on various behavioral and perceptual constructs, there is still a need to further assess how these groups differ in the consumption motivations and behaviors.

In sum, this study provides a deeper understanding of how the various aspects of the microbrewery taproom experience influence consumers behaviors toward the microbreweries and places they are located within. As this industry continues to grow and

impact the larger industries of hospitality and tourism, the potential for further research is vast. This study hopes to narrow the gap in understanding the impact of microbrewery taprooms and the overall craft beer industry and hopes to aid academics and practitioners in future studies.

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## APPENDIX A –PILOT STUDY SURVEY INSTRUMENT

Thank you for your participation in this survey sponsored by the University of South Carolina School of Hotel, Restaurant & Tourism Management. The purpose of the survey is to learn about you and your experience at the taproom today. The survey will take approximately 5-10 minutes to complete. Your participation is completely voluntary; you may decline to participate without any consequence. All individual survey response data is anonymous & will be held in confidence by the researcher. By completing the survey, you are giving your consent to participate. If you have questions at any time about the survey or procedures, you may contact the primary researcher at [stt@email.sc.edu](mailto:stt@email.sc.edu) or by phone 573-821-4941 or you may contact the faculty advisor Dr. Robin DiPietro at [rdipietr@mailbox.sc.edu](mailto:rdipietr@mailbox.sc.edu) or 803-777-2600. If you have any questions about your rights as a participant, contact the University of South Carolina Office of Research Compliance at 803-777-7095. Thank you!

Please indicate the level to which you agree or disagree with the following statements: <b>Based on my experience today at BREWERY NAME I believe that...</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The name of the brewery is a local reference	0	0	0	0	0	0	0
Local place names & references are used in the beer names	0	0	0	0	0	0	0
Local images are used in the beer labeling	0	0	0	0	0	0	0
The microbrewery has an environmental sustainability program	0	0	0	0	0	0	0
The microbrewery is engaged with the local community & residents	0	0	0	0	0	0	0
The microbrewery engages with other local businesses	0	0	0	0	0	0	0

Please indicate the level to which you agree or disagree with the following statements:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The furnishing of the taproom is aesthetically appealing	0	0	0	0	0	0	0
The atmosphere of the taproom is wonderful	0	0	0	0	0	0	0
I think this taproom is very entertaining	0	0	0	0	0	0	0
The enthusiasm of this taproom is catching. It picks me up	0	0	0	0	0	0	0
Visiting this taproom makes me feel like being in another world	0	0	0	0	0	0	0
Visiting this taproom releases me from reality and helps me truly enjoy myself	0	0	0	0	0	0	0
I feel happy when visiting this taproom	0	0	0	0	0	0	0
I get so involved when visiting this taproom that I forget everything else	0	0	0	0	0	0	0
The service in this taproom is consistent and reliable	0	0	0	0	0	0	0
The employees in this taproom are friendly and always willing to help me	0	0	0	0	0	0	0
The service in this taproom makes me feel special and valued	0	0	0	0	0	0	0
The taproom serves high quality beer	0	0	0	0	0	0	0
The taproom serves exciting and unique beer	0	0	0	0	0	0	0
The swag available in the taproom is excellent	0	0	0	0	0	0	0
Visiting this taproom is an efficient way to manage my time	0	0	0	0	0	0	0
Visiting this taproom makes my life easier	0	0	0	0	0	0	0
Visiting this taproom fits with my schedule	0	0	0	0	0	0	0
The menus in this taproom are a good value	0	0	0	0	0	0	0
The taproom offers such good service that it is worth its price	0	0	0	0	0	0	0
The prices at this taproom are acceptable	0	0	0	0	0	0	0

Please indicate the level to which you agree or disagree with the following statements:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
All things considered, I feel good about my decision to visit this taproom	0	0	0	0	0	0	0
Overall, I am satisfied with this taproom	0	0	0	0	0	0	0
Considering all my experiences with this taproom, my choice to visit this taproom was a wise one	0	0	0	0	0	0	0
The quality of service at this taproom is consistently high	0	0	0	0	0	0	0
The service performances at this taproom always meet my expectations	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with the following statements regarding your feelings toward <b>Charleston, SC:</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
For the activities that I enjoy most, the settings and facilities provided by <b>Charleston, SC</b> are the best	0	0	0	0	0	0	0
For what I like to do, I could not imagine any better than the settings and facilities provided by <b>Charleston, SC</b>	0	0	0	0	0	0	0
I enjoy visiting <b>Charleston, SC</b> and its environment more than any other destinations	0	0	0	0	0	0	0
I feel <b>Charleston, SC</b> is a part of me	0	0	0	0	0	0	0
I identify strongly with <b>Charleston, SC</b>	0	0	0	0	0	0	0
Visiting <b>Charleston, SC</b> says a lot about who I am	0	0	0	0	0	0	0
<b>Charleston, SC</b> means a lot to me	0	0	0	0	0	0	0
I am very attached to <b>Charleston, SC</b>	0	0	0	0	0	0	0
I feel a strong sense of belonging to <b>Charleston, SC</b>	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with the following statements regarding your feelings toward <b>BREWERY NAME:</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Affectionate	0	0	0	0	0	0	0
Friendly	0	0	0	0	0	0	0
Love	0	0	0	0	0	0	0
Peaceful	0	0	0	0	0	0	0
Passionate	0	0	0	0	0	0	0
Delighted	0	0	0	0	0	0	0
Captivated	0	0	0	0	0	0	0
Connected	0	0	0	0	0	0	0
Bonded	0	0	0	0	0	0	0
Attached	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with following statements regarding <b>Charleston, SC</b> :	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
If possible, I will visit <b>Charleston, SC</b> next time I travel	0	0	0	0	0	0	0
I intend to keep visiting <b>Charleston, SC</b>	0	0	0	0	0	0	0
I am committed to <b>Charleston, SC</b>	0	0	0	0	0	0	0
I would be willing to pay more to visit <b>Charleston, SC</b> over other destinations	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with following statements regarding <b>BREWERY NAME</b> :	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
If possible, I will purchase <b>BREWERY NAME</b> next time I buy beer	0	0	0	0	0	0	0
I intend to keep buying <b>BREWERY NAME</b>	0	0	0	0	0	0	0
I am committed to <b>BREWERY NAME</b>	0	0	0	0	0	0	0
I would be willing to pay a higher price for <b>BREWERY NAME</b> over other brands	0	0	0	0	0	0	0

Utilizing the provided scales please indicate <b>your attitude towards craft beer</b> :								
				Neutral				
Unimportant to me	0	0	0	0	0	0	0	Important to me
Of no concern to me	0	0	0	0	0	0	0	Of concern to me
Means nothing to me	0	0	0	0	0	0	0	Means a lot to me
Doesn't matter to me	0	0	0	0	0	0	0	Matters to me
Insignificant to me	0	0	0	0	0	0	0	Significant to me

Please indicate your level of agreement or disagreement with the following: <b>the other guests at BREWERY NAME are similar to me in terms of...</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Social Status	0	0	0	0	0	0	0
Education	0	0	0	0	0	0	0
Income	0	0	0	0	0	0	0
Character	0	0	0	0	0	0	0
Appearance	0	0	0	0	0	0	0
Values	0	0	0	0	0	0	0

Please Indicate your level of agreement or disagreement with the following statements regarding <b>craft beer</b> :	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I tend to be a fashion leader rather than a fashion follower in what I eat & drink	0	0	0	0	0	0	0
When I travel, I like to buy the local craft beer	0	0	0	0	0	0	0
I would prefer to have a craft beer rather than a beer from a large-scale brewery	0	0	0	0	0	0	0
When ordering beer at a restaurant or bar, I rarely pass up the opportunity to drink craft beer	0	0	0	0	0	0	0
I like to be one of the first to try a newly released or seasonal beer	0	0	0	0	0	0	0
I enjoy buying beers that are unique	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with the following statements:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Experiencing local craft beer enables me to learn what this local craft beer tastes like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local craft beer served by local people in its original place offers a unique opportunity to understand local cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer allows me to discover something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer makes me see the things that I don't normally see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer helps me see how other people live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local craft beer in its traditional setting is a special experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer gives me an opportunity to increase my knowledge about different cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local craft beer in an original place is an authentic experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the purpose of this question, a <b>TOURIST</b> is considered anyone who lives 50miles or further away from <b>Charleston, SC</b> given this definition please choose the response that best describes you and your visit today: <input type="radio"/> Resident <input type="radio"/> Tourist		
If you responded <b>Resident</b> :		If you responded <b>Tourist</b> :
How long have you been a resident of <b>Charleston, SC</b> ? <input type="radio"/> Less than 1 year <input type="radio"/> 1-5 years <input type="radio"/> More than 5 years	How many times have you previously visited <b>Charleston, SC</b> ? <input type="radio"/> First time <input type="radio"/> 2-5 times <input type="radio"/> More than 5 times	
		Was the primary purpose of your trip to <b>PLACE</b> to experience the breweries and/or beers of <b>Charleston, SC</b> ? <input type="radio"/> Yes <input type="radio"/> No
<b>THE FOLLOWING SECTION WILL COLLECT BASIC DEMOGRAPHIC INFORMATION.</b>		
Is this your first time visiting <b>BREWERY NAME</b> ? <input type="radio"/> Yes <input type="radio"/> No	<u>Ethnicity:</u> <input type="radio"/> African American <input type="radio"/> Asian <input type="radio"/> Hispanic <input type="radio"/> Multi-racial <input type="radio"/> White <input type="radio"/> Other	<u>Individual Yearly Income Level:</u> <input type="radio"/> \$24,999 or Less <input type="radio"/> \$25,000-\$49,999 <input type="radio"/> \$50,000-\$99,999 <input type="radio"/> \$100,000-\$149,999 <input type="radio"/> \$150,000 or Above <input type="radio"/> Prefer not to say
<u>Gender:</u> <input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Other		
<u>Age:</u> <input type="radio"/> 21-30 <input type="radio"/> 31-40 <input type="radio"/> 41-50 <input type="radio"/> 51-60 <input type="radio"/> 61-70 <input type="radio"/> Over 70	<u>Highest education level achieved:</u> <input type="radio"/> Less than High School Degree <input type="radio"/> High School Degree or Equivalent <input type="radio"/> Some College <input type="radio"/> Undergraduate Degree <input type="radio"/> Graduate or Professional Degree	

**Thank you!**

## APPENDIX B –MAIN STUDY SURVEY INSTRUMENT

Thank you for your participation in this survey sponsored by the University of South Carolina School of Hotel, Restaurant & Tourism Management. The purpose of the survey is to learn about you and your experience at the taproom today. The survey will take approximately 5-10 minutes to complete. Your participation is completely voluntary; you may decline to participate without any consequence. All individual survey response data is anonymous & will be held in confidence by the researcher. By completing the survey, you are giving your consent to participate. If you have questions at any time about the survey or procedures, you may contact the primary researcher at stt@email.sc.edu or by phone 573-821-4941 or you may contact the faculty advisor Dr. Robin DiPietro at rdipietr@mailbox.sc.edu or 803-777-2600. If you have any questions about your rights as a participant, contact the University of South Carolina Office of Research Compliance at 803-777-7095. Thank you!

For the purpose of this question, a <b>TOURIST</b> is considered anyone who lives 50miles or further away from <b>Asheville, NC</b> , given this definition please choose the response that best describes you and your visit today: <input type="radio"/> Resident <input type="radio"/> Tourist		
<b>If you responded Resident:</b>	<b>If you responded Tourist:</b>	
How long have you been a resident of <b>Asheville, NC</b> ? <input type="radio"/> Less than 1 year <input type="radio"/> 1-5 years <input type="radio"/> More than 5 years	How many times have you previously visited <b>Asheville, NC</b> ? <input type="radio"/> First time <input type="radio"/> 2-5 times <input type="radio"/> More than 5 times	
	Was the primary purpose of your trip to <b>Asheville, NC</b> to experience the breweries and/or beers of <b>Asheville, NC</b> ? <input type="radio"/> Yes <input type="radio"/> No	

Please indicate the level to which you agree or disagree with the following statements: <b>Based on my experience today at BREWERY NAME I believe that...</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The name of the brewery is a local reference	0	0	0	0	0	0	0
Local place names & references are used in the beer names	0	0	0	0	0	0	0
Local images are used in the beer labeling	0	0	0	0	0	0	0
The microbrewery is engaged with the local community & residents	0	0	0	0	0	0	0
The microbrewery engages with other local businesses	0	0	0	0	0	0	0

Please indicate the level to which you agree or disagree with the following statements:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The furnishing of the taproom is aesthetically appealing	0	0	0	0	0	0	0
The atmosphere of the taproom is wonderful	0	0	0	0	0	0	0
I think this taproom is very entertaining	0	0	0	0	0	0	0
The enthusiasm of this taproom is catching. It picks me up	0	0	0	0	0	0	0
Visiting this taproom makes me feel like being in another world	0	0	0	0	0	0	0
Visiting this taproom releases me from reality and helps me truly enjoy myself	0	0	0	0	0	0	0
I feel happy when visiting this taproom	0	0	0	0	0	0	0
I get so involved when visiting this taproom that I forget everything else	0	0	0	0	0	0	0
The service in this taproom is consistent and reliable	0	0	0	0	0	0	0
The employees in this taproom are friendly and always willing to help me	0	0	0	0	0	0	0
The service in this taproom makes me feel special and valued	0	0	0	0	0	0	0

Please indicate the level to which you agree or disagree with the following statements:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The taproom serves high quality beer	0	0	0	0	0	0	0
The taproom serves exciting and unique beer	0	0	0	0	0	0	0
The swag available in the taproom is excellent	0	0	0	0	0	0	0
Visiting this taproom is an efficient way to spend my time	0	0	0	0	0	0	0
Visiting this taproom makes my life easier	0	0	0	0	0	0	0
Visiting this taproom fits with my schedule	0	0	0	0	0	0	0
The taproom offers such good service that it is worth its price	0	0	0	0	0	0	0
The prices at this taproom are acceptable	0	0	0	0	0	0	0

Please indicate the level to which you agree or disagree with the following statements:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
All things considered, I feel good about my decision to visit this taproom	0	0	0	0	0	0	0
Overall, I am satisfied with this taproom	0	0	0	0	0	0	0
Considering all my experiences with this taproom, my choice to visit this taproom was a wise one	0	0	0	0	0	0	0
The quality of service at this taproom is consistently high	0	0	0	0	0	0	0
The service performances at this taproom always meet my expectations	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with the following statements regarding your feelings toward <b>Asheville, NC:</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
For the activities that I enjoy most, the settings and facilities provided by <b>Asheville, NC</b> are the best	0	0	0	0	0	0	0
For what I like to do, I could not imagine any better than the settings and facilities provided by <b>Asheville, NC</b>	0	0	0	0	0	0	0
I enjoy visiting <b>Asheville, NC</b> and its environment more than any other destinations	0	0	0	0	0	0	0
I feel <b>Asheville, NC</b> is a part of me	0	0	0	0	0	0	0
I identify strongly with <b>Asheville, NC</b>	0	0	0	0	0	0	0
Visiting <b>Asheville, NC</b> says a lot about who I am	0	0	0	0	0	0	0
<b>Asheville, NC</b> means a lot to me	0	0	0	0	0	0	0
I am very attached to <b>Asheville, NC</b>	0	0	0	0	0	0	0
I feel a strong sense of belonging to <b>Asheville, NC</b>	0	0	0	0	0	0	0

My feelings toward <b>BREWERY NAME</b> can be characterized as:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Affectionate	0	0	0	0	0	0	0
Friendly	0	0	0	0	0	0	0
Love	0	0	0	0	0	0	0
Peaceful	0	0	0	0	0	0	0
Passionate	0	0	0	0	0	0	0
Delighted	0	0	0	0	0	0	0
Captivated	0	0	0	0	0	0	0
Connected	0	0	0	0	0	0	0
Bonded	0	0	0	0	0	0	0
Attached	0	0	0	0	0	0	0



Please indicate your level of agreement or disagreement with following statements regarding <b>Asheville, NC:</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree	N/A
If possible, I will visit <b>Asheville, NC</b> next time I travel	0	0	0	0	0	0	0	0
I intend to keep visiting <b>Asheville, NC</b>	0	0	0	0	0	0	0	0
I am committed to <b>Asheville, NC</b>	0	0	0	0	0	0	0	0
I would be willing to pay more to visit <b>Asheville, NC</b> over other destinations	0	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with following statements regarding <b>BREWERY NAME:</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
If possible, I will purchase <b>BREWERY NAME</b> next time I buy beer	0	0	0	0	0	0	0
I intend to keep buying <b>BREWERY NAME</b>	0	0	0	0	0	0	0
I am committed to <b>BREWERY NAME</b>	0	0	0	0	0	0	0
I would be willing to pay a higher price for <b>BREWERY NAME</b> over other brands	0	0	0	0	0	0	0

Utilizing the provided scales please indicate <b>your attitude towards craft beer:</b>								
				Neutral				
Unimportant to me	0	0	0	0	0	0	0	Important to me
Of no concern to me	0	0	0	0	0	0	0	Of concern to me
Means nothing to me	0	0	0	0	0	0	0	Means a lot to me
Doesn't matter to me	0	0	0	0	0	0	0	Matters to me
Insignificant to me	0	0	0	0	0	0	0	Significant to me

Please indicate your level of agreement or disagreement with the following: <b>the other guests at BREWERY NAME are similar to me in terms of...</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Social Status	0	0	0	0	0	0	0
Education	0	0	0	0	0	0	0
Income	0	0	0	0	0	0	0
Character	0	0	0	0	0	0	0
Appearance	0	0	0	0	0	0	0
Values	0	0	0	0	0	0	0

Please Indicate your level of agreement or disagreement with the following statements regarding <b>craft beer:</b>	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I travel, I like to buy the local craft beer	0	0	0	0	0	0	0
I would prefer to have a craft beer rather than a beer from a large-scale brewery	0	0	0	0	0	0	0
When ordering beer at a restaurant or bar, I rarely pass up the opportunity to drink craft beer	0	0	0	0	0	0	0
I like to be one of the first to try a newly released or seasonal beer	0	0	0	0	0	0	0
I enjoy buying beers that are unique	0	0	0	0	0	0	0

Please indicate your level of agreement or disagreement with the following statements regarding your motivation to visit the taproom today:	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Experiencing local craft beer enables me to learn what this local craft beer tastes like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local craft beer served by local people in its original place offers a unique opportunity to understand local cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer allows me to discover something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer makes me see the things that I don't normally see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local craft beer helps me see how other people live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local craft beer in an original place is an authentic experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

THE FOLLOWING SECTION WILL COLLECT BASIC DEMOGRAPHIC INFORMATION.		
Is this your first-time visiting <b>BREWERY NAME</b> ? <input type="radio"/> Yes <input type="radio"/> No	<u>Ethnicity:</u> <input type="radio"/> African American <input type="radio"/> Asian <input type="radio"/> Hispanic <input type="radio"/> Multi-racial <input type="radio"/> White <input type="radio"/> Other	<u>Individual Yearly Income Level:</u> <input type="radio"/> \$24,999 or Less <input type="radio"/> \$25,000-\$49,999 <input type="radio"/> \$50,000-\$99,999 <input type="radio"/> \$100,000-\$149,999 <input type="radio"/> \$150,000 or Above <input type="radio"/> Prefer not to say
<u>Gender:</u> <input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Other		
<u>Age:</u> <input type="radio"/> 21-30 <input type="radio"/> 31-40 <input type="radio"/> 41-50 <input type="radio"/> 51-60 <input type="radio"/> 61-70 <input type="radio"/> Over 70	<u>Highest education level achieved:</u> <input type="radio"/> Less than High School Degree <input type="radio"/> High School Degree or Equivalent <input type="radio"/> Some College <input type="radio"/> Undergraduate Degree <input type="radio"/> Graduate or Professional Degree	

**Thank you!**