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The Power of Threat & Identity in the Beer Industry

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Abstract

Title: The Power of Threat & Identity in the Beer Industry

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Keywords: Self-identity, group-identity, threat, willingness to pay, purchase intentions, hedonic experience, beer, alcohol industry and sacrosanct values.

Summary: Nowadays, people buy goods not only for their usefulness but also for what they represent. A lot of consumer purchases are in fact a way for them to express themselves, show their desires and highlight their identity. People assign particular meanings to their acquisitions and shape their self-views through them, which is a very important behaviour since it can be used as a compass to their lives. A great deal of identity associations occur through brands as people embrace brands' identities as their own. For that reason, brands and institutions can use the effect of a threat to influence consumers' self-views in ways that can affect their overall experience. Therefore, this study investigates to which extent the effects of the threat and group identity can influence consumers' willingness to pay (WTP), purchase intentions (PI) and expected pleasure (EP). The setting for this study is the alcoholic industry, in particular the beer industry. Beer consumers are studied concerning the effects that threat and group identity have on their overall experience regarding the purchase of beer and its consumption. An experimental study was conducted, which had a total of 404 participants. The analysis of the results showed that the effect of the threat and group identity had the greatest and significant impact on the WTP. As for the PI and EP there was no statistical evidence to back up the effect of the threat and identity, nonetheless, the results showed some promising implications.

Resumo

Título: O Poder da Ameaça e da Identidade na Indústria Cervejeira

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Palavras-chave: Identidade individual, identidade de grupo, ameaça, predisposição a pagar, intenção de compra, experiência hedônica, cerveja, indústria do álcool e valores sacrossantos.

Sumário: Hoje em dia, as pessoas compram bens não só pela sua utilidade, mas também pelo seu valor simbólico. Muitas das compras feitas pelo consumidor são na realidade uma forma de este se expressar e destacar a sua identidade. É recorrente observar que as pessoas atribuem significado às suas aquisições e moldam-se através delas. Este comportamento é relevante dado porque é usado pelo consumidor como bússola que orienta o seu estilo de vida. Grande parte das associações entre a aquisição de produtos/serviços e a identidade dos consumidores é estabelecida pelas marcas e, posteriormente, apropriada pelos primeiros. Por essa razão, marcas e instituições podem utilizar a “ameaça” para influenciar as opiniões dos consumidores de forma a afetar a sua experiência de compra. Este estudo tem como objetivo estudar o efeito que a “ameaça” e a “identidade” têm sobre a predisposição de pagamento, a intenção de compra e o prazer associado à compra. Adotamos como cenário a indústria cervejeira. São assim os consumidores de cerveja o grande alvo desta dissertação e, conseqüentemente, os efeitos que a “ameaça” e a “identidade” têm sobre eles, no quadro da sua experiência de consumo e compra de cerveja. Foi elaborado um estudo experimental (ES) que contou com um total de 404 participantes. Após análise do mesmo foi possível concluir que o efeito da “ameaça” e da “identidade” tiveram o maior impacto (e relevância estatística) na predisposição a pagar. Quanto às intenções de compra e à experiência hedônica não foi observada significância estatística, contudo, os resultados são promissores.

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List of Abbreviations

CLSBE – Católica Lisbon School of Business & Economics

DV – Dependent Variable

ERAP – European Report on Alcohol Policy

ES – Experimental Study

GISAH – Global Information System on Alcohol and Health

H – Hypothesis

IV – Independent Variable

L – Litre

PI – Purchase Intentions

SICAD – Directorate for Intervention on Addictive Behaviours and Dependencies

SPSS – Statistical Package for the Social Sciences

UK – United Kingdom

US – United States of America

WHO – World Health Organization

WTP – Willingness to Pay

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Chapter 1: Introduction

Topic Presentation

Cultural ideas, lifestyles and even the definition of people's self can be shaped by an individual purchase of a good or service, and for that reason, people attribute meaning to their acquisitions (Hogg, & Michell, 1996). Individual self-views are of the highest importance since such image is used as a compass to their lives. As result, people usually keep a close relationship with groups that share similar traits with them. In this way, individuals are able to preserve a coherent sense of self (Elbedweihi, Jayawardhena, Elsharnouby, & Elsharnouby, 2016).

Identity associations can occur with brands, which results in individuals embracing the brand's identity as an external label to show their own self-views. Consequently, when a threat occurs to an individual's identity their consumption preferences are affected (Angle, & Forehand, 2016), and such threat can lead to two distinct behaviours. When people are offered a way to regain their positive self-view there is a pursuit of the threatened notion, however if such option is not provided, individuals avoid the product associated with the threatened identity (White, Argo, & Sengupta, 2013).

Hirschman and Holbrook (1982) stated that people not only buy goods because of their usefulness, but in fact they buy them for what they represent. This is an important notion associated with hedonic consumption: the notion that people pursue a certain lifestyle and give a symbolic attribution to some products they associate with that lifestyle. Plus, hedonic consumption is also a way for people to self-express their desires and signal their own identity (Eunsoo, & Ho Jung, 2015).

The Alcohol Industry in Portugal was the set chosen to study the concepts mentioned above, more specifically, the self-identity, the effect that a threat has on consumers and the hedonic experience of individuals.

Problem Statement

The goal of this dissertation is to understand what are the effects that group identity and threat have on beer consumers. More precisely, understand how both these effects influence consumers' willingness to pay (WTP) for a beer, their purchase intentions and finally their

expected pleasure from drinking a beer. Hence, the problem statement is:

“What is the role that group identity and threat play in the overall experience of beer consumers? In particular, on their willingness to pay, purchase intentions and expected pleasure.”

Aim of the Study

The study conducted in this dissertation allows a deep understanding of the effect group identity and threat have on beer consumers, and how they relate to each other. Such knowledge is key to comprehend how these two elements play (or do not play) a major role in increasing (or decreasing) sales and loyalty. In order to understand the effects that group identity and threat can have, the following hypotheses were created and will be answered throughout the dissertation:

H1: Products that are closely connected to the consumer identity will lead to a higher WTP, as opposed to those that do not share that identity.

H2: H1 should be particularly true when the self is threatened, compared to a non-threatening condition.

H3: Products that are closely connected to consumer’s identity lead to a higher expected pleasure of the consumer, as opposed to those that do not share that identity.

H4: Conditions where a consumer has low identification and is threatened by the message lead to the lowest levels of expected pleasure.

H5: Products that are closely connected to the consumer identity lead to higher purchase intentions, as opposed to those that do not share that identity.

H6: H5 should be particularly true when the self is threatened, compared to a non-threatening condition.

Scope of Analysis

Since the main focus of this dissertation is the effect of group identity and threat on beer

consumers, the study focuses mainly on consumers of alcoholic beverages. More specifically, on the analysis of the willingness to pay, purchase intentions and expected pleasure. Only participants that had consumed a beer in the past six months were considered for this study. In this way, it was possible to have a more precise knowledge of the true effect of group identity and threat on beer consumers.

Dissertation Structure

This dissertation is divided into five distinct chapters that are explained in the following. Chapter 1 introduces the reader to the main topics of the dissertation. Chapter 2 considers the literature review of the dissertation, where diverse themes are discussed, such as the importance of self-identity and sacrosanct values, the role of threat to the identity, the relevance of hedonic consumption, and finally the alcohol industry in Portugal. Chapter 3 presents the methodology followed in this dissertation and the analysis of the results obtained by following such methodology can be consulted in Chapter 4. Finally, Chapter 5 discusses the main conclusions of this dissertations as well as its limitations and possible future research.

Chapter 2: Literature Review

This chapter introduces, analyses and reviews the theoretical knowledge and concepts that are crucial to a better understanding of the of the scope of this thesis. Moreover, this literature is also fundamental to find an appropriate answer to the research question on which this thesis is based. The succeeding chapter is divided into four sub-topics, the first is Self-Identity & Sacrosanct Values, the second Threat to the Identity, the third is Hedonic Consumption, and finally the Alcohol Industry in Portugal. The first sub-topic considers the way consumers see themselves, which is pivotal to build on the subject of the following sub-topic entitled 'Sacrosanct Values & Threat'. In the latter, there will be a reflection on how a threat to the consumers' positive self-views can impact their behaviour, and furthermore understand if their social identities can be used to restore their self-views. In the latter, this information is used to deepen our understanding of how consumers feel and react when their identity is threatened. Afterwards, there will be a sub-topic that studies the concept of hedonic experience and its importance in the purchasing process. To conclude, an analysis of the Portuguese alcohol industry will be made, explaining the context and relevance for this thesis.

Self-identity & Sacrosanct Values

According to Elbedweihy, Jayawardhena, Elsharnouby, and Elsharnouby (2016), self-identity can be defined as the way people identify themselves with other groups of people. For example, people identify themselves with other people that share similar characteristics and traits, like having the same interests, belong to the same demographic group or even be a student in the same university as them. This categorization not only helps people characterize themselves, but also to characterize others, which in turn creates in-group and out-group relationships. It is also interesting to understand that we, as human beings, attach meaning to our possessions and make them part of our definition of the 'self' (Belk,1988). Moreover, people normally wish to preserve a closer relationship with groups that share similar traits in order to maintain a coherent sense of self (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). The self-view is of high importance to people, since individuals use it as compass to their lives, there must be a belief of harmonization in people's decision-making process - that is individuals must be reinsured that their self is a wonderful human being (Dunning, 2007).

Taking into to account what was written by Dunning (2007), we can define a sacrosanct belief as the certainty that one is a good, moral and capable person. The same study claims that a fair

share of the decisions that people make are influenced by these sacrosanct beliefs, even if unconsciously. Basically, whenever a decision is made, individuals maintain a congruent image of themselves, which implicitly reinforces their belief of being ‘good and honourable people’. The article also states that such a phenomenon happens regardless of the decision at hand being directly, or indirectly related to the self-image of the person. Despite the decisions people might face, they usually bear bedrock beliefs that they are in fact good and honourable people, even when such decisions are not related with that matter (nonetheless people act as if they were).

When individuals purchase a good or service, they attribute a meaning to that action, since such behaviour helps them to prompt their cultural ideas, lifestyles and their own definition of the self (Hogg, & Michell, 1996). In other words, consumers are able to build and keep their identity through the purchase of brands they identify with (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). Consequently, it seems not only appropriate but also natural to link consumption and self-identity close together.

As previously mentioned by Hogg, and Michell (1996), congruence between the product image and the image of the self is a phenomenon that has a direct effect in the purchasing intentions of consumers. That is, consumers are more willing to select brands that are conforming with their own self-image than select other brands that set them apart from that image. Furthermore, besides seeking situations and products they identify with, individuals also avoid those that threaten and jeopardize their own self-view (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). It is essential for people to select options that are consistent and harmonious with their self-views, the better the congruity the higher preference for the brand itself and also the higher chance of increasing long-term relationships (Dimitriadis, & Papista, 2011).

People rate a brand based on their self-views, which means that if the brand is congruent with their own image, then individuals perceive it as a better option. It all sums up to matching the brand image to the self-image of people. The reason for this to happen is because individuals can see an opportunity to express themselves through brands they identify with, making those much more attractive when comparing against brands that do not reflect their self-view (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016).

It is essential to highlight that when making part of a group, individuals define and are defined by others as members of the group. A group can be outlined as a cluster of individuals, who see

themselves as part of the same social category, that come to share emotional connection in this same mutual definition of themselves (Tajfel & Turner, 1986). Such social categorizations are key for individuals, since they not only schematise the social world, but also work as guidelines for self-reference. In other words, they build and outline the individual's place in a society. What social identity does is define if a person is similar to or unlike the group, and transform that notion to "better" or "worse" when compared against members of other groups (Tajfel & Turner, 1986).

As explained in the above paragraph, social identity can be both positive or negative according to the assessment made by the groups that contribute to the person's social identity. Normally, when there is a positive discrepant comparison among out-group and in-group it results in high prestige for self. However, if there is a negative comparison among out-group and in-group it results in low prestige (Tajfel & Turner, 1986).

The following chapter combines the concept of sacrosanct values and how consumers react when their self-identity is called into question.

Threat to the Identity

Dunning (2007) argued that people adjust their judgments of the social world in order to keep their sacrosanct beliefs about the self. Essentially, people try to ensure that their positive self-view is not damaged by regulating their views of the world. However, when there is a threat to such self-view, individuals try to recapture their positive self-view by all means necessary (Dunning, 2007). Identity associations also happen with brands, individuals embrace the brand identity as an external identity label and use it to show their own self-views. Regardless if we talk about self-view or self-brand, when a threat is inflicted to these aspects of an individual, there is a pursuit of the threatened notion (Angle, & Forehand, 2016), and people have a desire to reaffirm and restore their self-identity. Such revelation has, without a doubt, a huge impact in marketers since companies can challenge customers loyalty by resorting to threat in order to increase their sales (Angle, & Forehand, 2016).

Willer, Rogalin, Conlon and Wojnowicz (2013) study how some consumers react when their beliefs are threatened. In this specific case, college students were asked to answer a survey related to their gender identity. After answering it, students were given a random feedback that attributed them a "masculine" or "feminine" score. When it was showed to half of the male

participants that they had scored a feminine identity, while the others were given a masculine score, the first group exhibited a more extreme behaviour in the next survey they took, when compared against the other male participants. In general, when male participants felt that their masculinity was being threatened, they tried to overcompensate it by showing more masculine attitudes. More specifically, in comparison with the other male participants, they showed a higher support for the Iraq war, more extremist views related with homosexuality, and had a higher interest in buying a sports car when compared with other types of cars (Willer, Rogalin, Conlon, & Wojnowicz, 2013). Angle, and Forehand (2016) also mention that, for example, threats to the moral identity of people leads to an increased intention to buy cleaning products, as if they could physically clean their self. It is interesting to observe these experiences, where individuals feel threatened, and see that their primary reactions are based on the attempt of recovering the identity that was lost, through the means of purchasing goods or by overcompensation through specific behaviours.

People mostly select products that somehow reflect their self-identity, so consequently, threats to the identity of individuals affects consumer preferences and behaviours (Angle, & Forehand, 2016). When people's health consciousness is called into question in an experience, we see that people seek to restore that identity that was threatened, they do it in this specific case by choosing an apple over a package of M&Ms (Gao, Wheeler, & Shiv, 2009).

White, Argo, and Sengupta (2013) state that individuals are most likely to rate the products more favourably if those are closely linked to a relevant aspect of their social identity. On the other hand, the authors found that consumers avoid products associated with threatened identities when those identities do not provide a way to restore consumer's positive self-view or self-worth. Trudel, Argo, and Meng (2016) show that US-born participants are more likely to recycle a cup of plastic with the US flag on it than one with the UK flag, or even a blank cup, against the alternative of throwing it in the trash. This behaviour is explained by the positive identity connection that exists between the participants and the product, which makes them much less likely to bin the identity-linked product. In contrast, students that were given a negative report about their faculty were more willing to throw a paper with their faculty logo in the bin than recycle it (Trudel, Argo, & Meng, 2016).

White, Argo, and Sengupta (2013) define self-construal as the way individuals perceive their self as being independent and distinct from, or interrelated with, others. More to the point, the interdependent self is perceived as inextricably mingled with others, collectivistic, communal,

and relational, whereas the independent self is seen as autonomous, unique and bounded. White, Argo, and Sengupta, (2013) state that these two groups of people, independent and interdependent, have different reactions and behaviours when their social identity is threatened.

When reacting to a threat to their social identity, independent individuals feel the need to shield their self-worth, so in order to fulfil this need, they dissociate from the threatened group that is putting their social identity into question. On the other hand, interdependents feel the need to be part of valued groups, and as a consequence, they connect with salient groups. These include both the group that has been threatened and products connected to those identities (White, Argo, & Sengupta, 2013).

Such behaviour is due to the different ways interdependent and independent groups define their self-concepts. When the first group experiences a threat to a valued membership, their need for belonging is triggered and they respond by connecting to their salient group identities, which includes the threatened group (since it is salient) plus other groups memberships. When independent groups are threatened, they feel the need to shelter their self-worth. And in order to achieve these results, independent individuals dissociate themselves from the threatened group (White, Argo, & Sengupta, 2013). In general, interdependent groups display higher associative responses to identity-linked products and independent groups show higher dissociative behaviours.

Hedonic Consumption

In general, we can classify a purchase of good as hedonic or utilitarian, when the consumption tends to have a higher focus on the usefulness, functionality and practicality of the product - that is, when there is bigger emphasis on the rationality of the purchase. In this type of consumption people can easily justify their action, since they are able to trace the pros and cons of buying the product, plus this type of purchase is usually thought on the long run (Kim, 2016).

On the other hand, when talking about hedonic consumption people tend to be more focused on the pleasurable side of the purchase, there is a higher weight given to enjoyment and fun that can be extracted from the acquisition. This means that this type of consumption is heavily based on feelings (Kim, 2016). As stated in the article of Hirschman and Holbrook (1982), people do not only buy products because they are useful, but also because of what they represent. This is an important notion to understand of hedonic consumption because it regards the interaction

between the lifestyle people pursue and the symbolic attribution given to products. Hedonic consumption is closely tied to the multisensory (sound, taste, tactile impressions, scent and visual images), emotive and sensory aspects of consumer behaviour, more specifically to what people experience when the purchase of a product happens (Hirschman, & Holbrook, 1982). Moreover, this it can also be a way for people to self-express their desires and signal their own identity (Baek & Choo, 2015). Ding, and Tseng (2015) claim that people tend to be more loyal to brands that generate hedonic emotions through the purchase of products.

What happens with hedonic consumption is that individuals' emotions overtake the utilitarian motives when selecting a product. Emotions like love, jealousy or hate overrule people's economic decisions based on rational reasons. In this way, individuals attribute subjective value to goods, which helps to increment the value that the product already possesses (Hirschman, & Holbrook, 1982).

Hirschman and Holbrook (1982) argue however that different backgrounds, such as social class, ethnic and gender can induce the experience of different emotions when buying the same product. Nonetheless, the hedonic approach helps us to better understand the different facets of the way people are involved with their consumption choices.

The Alcohol Industry in Portugal

The following chapter overviews the alcoholic beverages market in Portugal and its current frame in the European context in order to enlighten the reader on the Portuguese alcohol industry.

To start with, and according to SICAD (Directorate for Intervention on Addictive Behaviours and Dependencies), the total average consumption of alcohol per capita (+15 years) in Portugal is 12,9 L (litres of pure alcohol per year). Such value is higher than the European total average calculated by the World Health Organization (WHO) that amounts to 10,9 L per capita. Focusing on the Portuguese market, on average men consume more alcohol than women: the male total average consumption is 18.7 L and female is 7,6 L per year. If the alcohol consumption is divided into age groups, then it is curious to find that young people in Portugal (between 18 and 34 years old) are the ones with the lowest total average consumption per year, which is 4,9 L (pure alcohol per litre). The middle-aged Portuguese (from 35 to 49 years old)

have a total average consumption of 5,7 L and the eldest group, whose age ranges from 50 to 64 years, has the highest total average consumption at 8,3 L per year.

The consumption of alcohol can be divided into four types of beverages: beer, wine, alcoholic spirits and other alcoholic drinks. Among these, and on average, wine represents 55% of the registered alcoholic consumption, beer represents 31% of the consumption and spirits only achieve 11% of the total consumption. Concerning the consumption of beer, SICAD reveals that the age group of 15-34 years old are the ones with the highest values of consumption of beer.

Taking into account that the highest consumption of beer is linked to the age group of 15-34 years old it is only logical to focus on this alcoholic beverage in this research, since it makes it easier to find willing participants to this study. Besides that, beer is also a product that can be easily associated with the national identity. For instance, we have the explicit case of the Portuguese beer brand ‘Sagres’ since most of their advertising commercials make reference to Portugal and to the national identity (advertising campaign ‘[Ninguém nos Pára](#)’¹). Moreover, their logo makes allusions to the Portuguese flag because it has the five shields and uses the colours red and green (Appendix 3). Furthermore, ‘Sagres’ is easily related to the national football team (‘[Sagres Somos Seleção](#)’², ‘[Sagres Seleção](#)’³), and in fact the brand has been an official sponsor of the Portuguese national team for the last 24 years.

The Global Information System on Alcohol and Health (GISAH) predicts that the consumption of alcohol in Portugal will decrease in the next years to 11,9 L and 11,4 L in 2020 and 2025, respectively. This trend is predicted to happen the WHO Europe as well.

The availability of alcohol, easiness and convenience at which individuals can purchase alcoholic drinks has been growing over the past years in Europe, according to the European Report on Alcohol Policy (ERAP). The reason for that occurrence is related to the wider range of retailing spaces that sell this kind of product, plus the fact that there is also the increase on the trading hours. This helps to promote the consumption of alcohol since it makes it easily available and highly visible.

In the past years, European countries have been regulating the availability of alcohol in an

¹ Advertising campaign ‘Ninguém nos Pára’ link: <https://youtu.be/IFSmJSXvUWg>

² Advertising campaign ‘Sagres Somos Seleção’ link: <https://youtu.be/ITuxmWdUYsk>

³ Advertising campaign ‘Sagres Seleção’ link: https://youtu.be/2OjHFw9_eRA

attempt to decrease the consumption of alcohol. Some governments have the power to control the distribution and sales through monopoly systems, and restrict the hours/days at which alcohol is legally sold through licensing. Concerning these policies, Portugal has at least two or more in place (ERAP).

Some policies that regulate the advertising of alcoholic drinks have been in force in most of European countries. These usually concern national TV, printed media, cinema, billboards, Internet and social media. In the specific case of Portugal there are partial restrictions in place in all the above channels, and the same applies to advertising restrictions when sponsoring sport and youth events (ERAP).

Summary

The main focus of this thesis is to study the effect of the threat and identity on consumers of beer, more precisely the combination of these two conditions. It is our goal to understand if the expected pleasure and willingness to pay will increase when a core identity of a consumer is threatened.

In the first sub-topic of the literature review, 'Self-identity & Sacrosanct Values', we dive in on the importance of self-identity to individuals and what sacrosanct values consist of. These topics underpin this thesis, and is based on them that we are able to study how a consumer's identity can be threatened and its consequences. The sub-topic 'Hedonic Consumption' helps to explain how the purchase of product can induce a positive self-view, which prompts a positive hedonic experience. As previously mentioned on the sub-topic 'The Alcohol Industry in Portugal', beer will be the product of election since it is widely consumed by teenagers and young adults (15-34 years old), and because it is also a product that is easily associated with an identity group - the national Portuguese nationality.

Such literature review was a key element to develop the following research question and subsequent hypotheses:

Research Question

“What role does the threat and the identity play in the behaviour of beer consumers, more precisely the effect on the WTP, purchase intentions and on their expected pleasure?”

Hypotheses

H1: Products that are closely connected to the consumer identity will lead to a higher WTP, as opposed to those that do not share that identity.

H2: H1 should be particularly true when the self is threatened, compared to a non-threatening condition.

H3: Products that are closely connected to consumer's identity lead to a higher expected pleasure of the consumer, as opposed to those that do not share that identity.

H4: Conditions where a consumer has low identification and is threatened by the message lead to the lowest levels of expected pleasure.

H5: Products that are closely connected to the consumer identity lead to higher purchase intentions, as opposed to those that do not share that identity.

H6: H5 should be particularly true when the self is threatened, compared to a non-threatening condition.

Chapter 3: Methodology and Data Collection

The following chapter concerns the research instruments and methods used in this dissertation, to answer the main research question. Furthermore, the advantages and disadvantages of those methods will also be scrutinised.

Research Instruments

The research instrument used in the study was an online survey, which has multiple advantages, beginning by being cost-free. Furthermore, this method can be remotely administered and conducted, which helps to prevent geographic dependence. Additionally, an online survey allows to collect a high number of respondents and also makes it possible to use advanced statistical techniques (extraction of data to SPSS).

Nonetheless, there are also disadvantages intrinsic to this instrument, such as respondents may not feel encouraged to be honest (especially if the survey's feedback makes them feel uncomfortable). Data errors may also be present in the survey since non-responses may exist and this might create a bias. Finally, survey questions may lead to unclear data if the participants do not interpret them correctly.

Research Method

The aim of the experimental study (ES) was to collect a sample of answers that would allow to answer the main research question of the dissertation - that is, responses that would lead to a better understanding of the role that threat and identity play in the consumption of beer and how consumers are influenced by such factors. Moreover, it is also important to study how both factors affect the expected pleasure, purchase intentions and willingness to pay of the participants.

All participants in the ES were volunteers and none of the questions were mandatory. In total, the ES was composed of 404 answers. The main target of this study were people of both genders with ages between 18 to 29, mainly college students and young workers.

Materials

In order to improve the result when answering the research question, the ES had to be manipulated, and to so, randomization was used. There were two independent variables (self-threat and identity) and three dependent variables (willingness to pay, hedonic experience and purchase intentions). This randomization created four conditions: condition 1 – Threat ON and Identity ON, condition 2 – Threat ON and Identity OFF, condition 3 – Threat OFF and Identity ON and condition 4 – Threat OFF and Identity OFF.

Threat: The dimension of threat was induced through four questions. Half of the participants were shown a list of eleven characteristics and values to rank by order of importance (where 1 = the most important and 11 = the least important). This question (Appendix 2 - Threat Block from online) was adapted from Cohen, Aronson and Steele (2000). Then, participants were asked to describe a situation where they had failed to live up to the expectation of their most important dimension. This question (Appendix 2 - Threat Block from online), was adapted from Ledgerwood, Liviatan and Carnevale (2007). The next two questions (Appendix 2 - Threat Block from online) were intended to assess the strength of the threat manipulation, and were both adapted from Khan and Dhar (2006). The first question is relative to the respondent's mood, since according to Khan and Dhar (2006), a positive mood leads to an increased demand for hedonic goods (a 7-point scale was used, where 1 = "most negative" and 7 = "most positive"). The second question concerns the consumers' self-concept/esteem, and according to Khan and Dhar (2006), the greater the boost in the respondent's self-esteem the "freer" they feel to indulge in the purchase of hedonic goods (a 7-point scale was used, where 1 = "strongly disagree" and 7 = "strongly agree"). Both questions were only presented to half the participants, whereas the other half did not have any questions regarding the dimension of mood and self-esteem assigned to it.

Identity: in order to manipulate the salience of the national identity and the association of the national identity with the product, a small text was shown evoking the consumption of beer and its importance to Portugal and to the Portuguese people. To reinforce this feeling, a picture that also evoked those feelings was also present (Appendix 4). The Portuguese identity was chosen because most of the inquired would be Portuguese, making it easier for participants to bond over such identity. Afterwards, and to test whether the national identity became associated with the target product, participants rated their agreement regarding a sentence stating that beer was one of the most important drinks for the Portuguese (using a 7-point scale where 1 = "totally

disagree” and 7 = “totally agree”). The sentence above mentioned can be seen in Appendix 2 - Identity Group Block from online). The identity manipulation was only presented to half of the participants, while the other half did not have any question or text that would evoke the importance of beer to the Portuguese.

There were three questions concerning the hedonic experience (Appendix 2 - Hedonic Experience Block from online). To access this dimension, participants were first asked to rank how much they enjoy drinking beer on a 5-point scale (where 1 = “extremely unpleasant” and 5 = “extremely pleasant”). The following question was answered on a 9-point scale adapted from Khan & Dhar (2006), where participants had to classify the act of drinking beer as utilitarian or as a hedonic experience (where 1 = “I drink beer strictly because I am thirsty” and 9 = “I drink beer because I love the taste/the situation where I’m drinking”). A utilitarian good is seen as a necessary object that is mostly desired to fulfil a basic need or to achieve a functional task, whereas a hedonic good is perceived as something that is wanted by their pleasure and fun attributes. The third question asked participants to imagine that it was a sunny day and they were out with their friends having a beer, and then to classify that experience on a 5-point scale (where 1 = “extremely unpleasant” and 5 = “extremely pleasant”).

As for the WTP participants were inquired about their willingness to pay for one beer, which was an open question expressed in euros.

A question regarding participants’ personality traits was also present, where they were asked if they considered themselves extroverts or introverts on a 5-point scale (where 1 = “extrovert” and 5 = introvert”), optimists or pessimists (where 1 = “optimist” and 5 = “pessimist”), caution or easygoing (where 1 = “caution” and 5 = easygoing”), deliberate or impulsive (where 1 = “deliberate” and 5 = impulsive”).

There was also a question regarding how participants related to the following persona: “Cheerful, outgoing person that enjoys being around his/her friends, go to bars or even sports events”. It was clearly stated that such persona matched a typical beer consumer, and it was measured on a 5-point scale (where 1 = “extremely likely” and 5 = “extremely unlikely”).

Finally, there was a set of questions associated with the alcohol consuming habits of the participants. And a question concerning the purchase intentions of participants for buying a beer when they go out with friends, measured on a 5-point scale (where 1 = “extremely unlikely” and 5 = “extremely likely”).

Participants were also inquired regarding if they felt that their answers in the threat and/or identity condition influenced their replies to the beer consumption questions. Moreover, it was also asked if there was any relationship between their beer consumption habits and their personal values (5-point scale, where 1 = “No influence” and 5 = “High influence”).

Procedure

Participants’ first contact was an introduction text explaining to respondents that the ES was completely anonymous, there were no right or wrong answers and that the study was being conducted for a dissertation on Marketing and Hedonic Experience. After this introduction, the ES would randomly assign participants to either the threat condition or to the non-threat condition. Again, the goal of the threat manipulation was to make the respondents feel threatened by putting into question one core identity (Appendix 2 - Threat Block from online ES) and to measure the influence of that threat on a 7-point scale.

Next, participants were asked if they had consumed any alcoholic drink in the last six months. If their answer was affirmative, then they were asked if such drink was a beer and why if not. Following that question, the ‘identity’ block appeared and participants were randomly assigned to either the identity condition or to the non-identity condition. Again, the goal of that manipulation was to assess the national identity and associate that identity with the product.

Afterwards, the block of hedonic experience appeared, whose goal was to assess if respondents enjoyed drinking a beer or not (on a 5-point scale). If the situation where they were drinking influenced how much they enjoyed their beer (9 point-scale) and if drinking beer was a utilitarian or hedonic experience (5-point scale) (Appendix 2 - Hedonic Experience Block from online ES). Participants then rated their willingness to pay for a beer.

The following set of questions regarded participants’ personality traits in four dimensions on a 5-point scale. Next, participants were asked if they identified themselves with a persona that represented a typical beer consumer on a 5-point scale.

Subsequently, participants were presented a set of questions that aimed to understand their consuming habits regarding alcohol. More precisely, concerning the regularity with which participants have alcohol drinks; what percentage does beer represent in the overall consumption of alcoholic drinks; where participants usually buy beer; in what situation are they more likely to drink alcoholic drinks; and where are they most likely to go out with friends and

with which frequency does that happen. Finally, there was a question to assess the purchase intentions of buying a beer when going out with friends.

Following this section, there was a question asking whether participants perceived that the threat block was influencing their answers to the beer consumption questions, and another question regarding the relationship between beer consumption and the influence on the participants' personal values on a 5-point scale.

To conclude, participants were presented with a set of questions regarding demographic data. In particular, concerning the participants' age, gender, occupation, nationality and income. There was also a "thank you" message for participants that completed the ES in the end.

Design

The study conducted in the present dissertation rests in a 2x2 between subjects' factorial design (Table 1), where there are two independent variables (threat and identity) with two levels each (ON and OFF). In order to achieve such design, the ES had to be divided in different blocks where specific parts were randomized. In this way, there were four distinct set of respondents assigned to each ES.

Table 1 2x2 Between Subjects Factorial Design

	Threat ON	Threat OFF
Identity ON	Threat ON with Portuguese identity ON	Threat OFF with Portuguese identity ON
Identity OFF	Threat ON with identity OFF	Threat OFF with identity OFF

Chapter 4: Analysis of Results

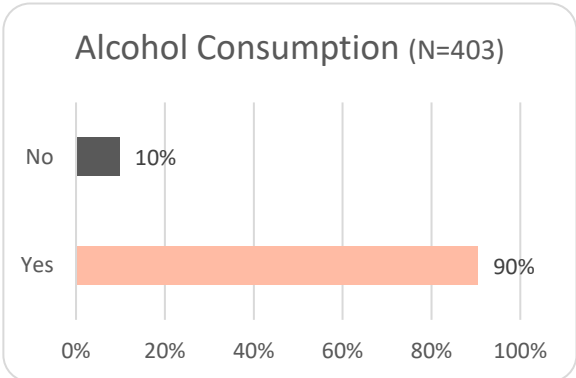
This chapter discusses the analysis of the ES introduced in chapter 3. Firstly, there will be an analysis of the data collection and the sample characteristics. Secondly, the reliability of the model will be tested and in the end, the research question and hypotheses will be properly answered.

Data Collection

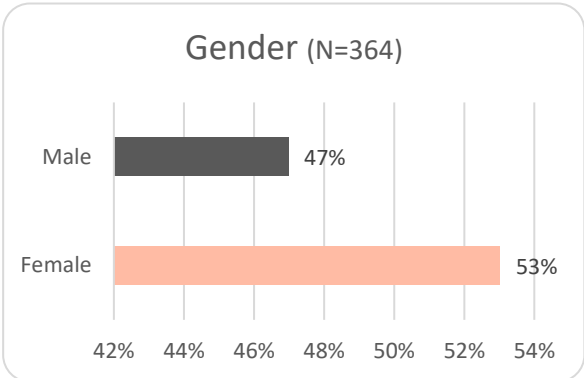
The ES was available online during a total of seven days, and was replied to by 404 participants. All the 404 questionnaires were fully completed or almost completed ($\geq 90\%$, since none of the questions on the ES were mandatory, some people skipped one or two questions). From these 404, 98 were exposed to Condition 1 (Threat ON and Identity ON), 100 were exposed to Condition 2 (Threat ON and Identity OFF), 104 were exposed to Condition 3 (Threat OFF and Identity ON) and finally, 102 were exposed to Condition 4 (Threat OFF and Identity OFF).

Sample Characterization

From the total sample, 10% of the participants did not drink alcohol beverages in the last six months (Graphic 1), such respondents did not participate in the rest of the ES.



Graphic 1 Alcohol consumption in the past 6 months



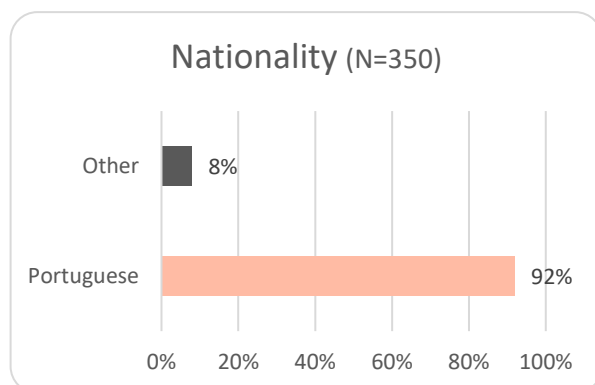
Graphic 2 Participants gender

The sample (considering only the participants who had consumed alcohol in the past six months) is mostly composed of females (53%) (see Graphic 2). As for the age (see Table 2), participants were 25 years old on average with a standard deviation of 6.579. The minimum age was 18 and the maximum was 65. The lion share of the participants were Portuguese (92%) and only 8% had different nationalities: American, Angolan, Austrian, Brazilian, British, French,

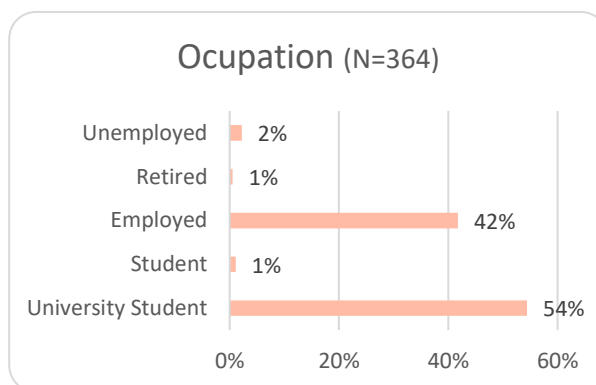
German, Hungarian, Irish, Italian, Slovak, Spanish and Swiss (see Graphic 3).

Table 2 Participants age

AGE				
N	Minimum	Maximum	Mean	Std. Deviation
362	18	65	25.41	6.579

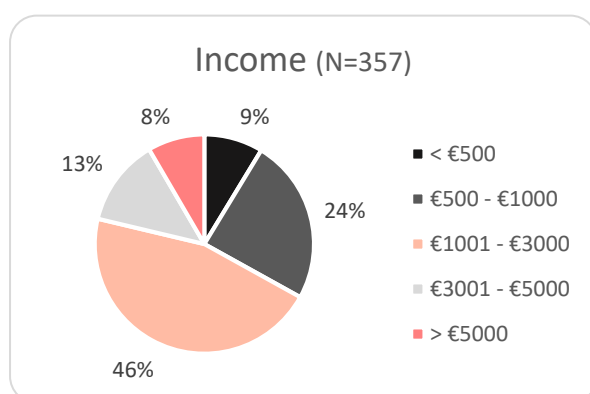


Graphic 3 Participants nationality

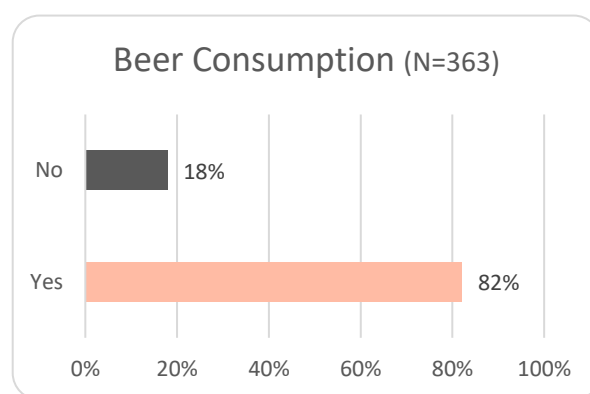


Graphic 4 Participants occupation

Concerning the main occupation of participants (see Graphic 4), 54% were University students, 42% were employed, 2% unemployed, 1% students and also 1% retired. Regarding the household monthly income (Graphic 6), 46% of participants have an income between €1001 to €3000, 24% have an income from €500 to €1000, 9% an income higher than €5000 and 8% have an income lower than €500. Regarding consumer habits in the alcohol matter see Graphic 5, 82% of the participants have consumed beer in the past six months, only 18% have not.



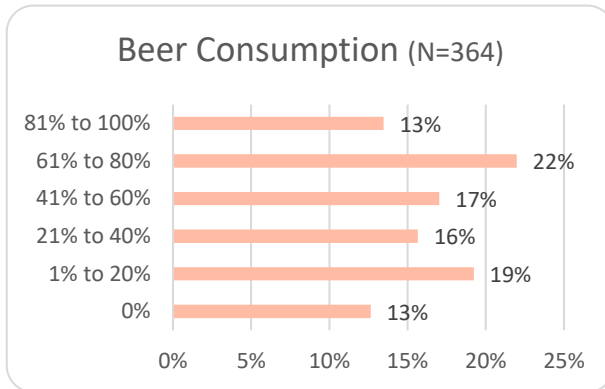
Graphic 6 Participants monthly income after taxes



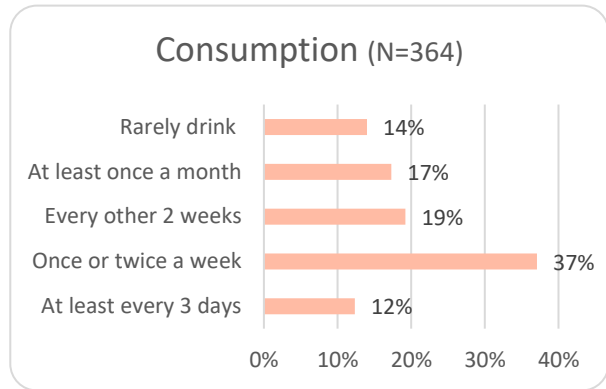
Graphic 5 Participants beer consumption in the past 6 months

As for the weight that beer has in the overall consumption of alcohol drinks, (see Graphic 7), 13% of participants said that beer represents between 81% to 100% of their overall consumption of alcohol, 22% said it represents 61% to 80% of the consumption, 17% of the participants said

it represents 41% to 60% of the consumption, 16% of the participants said it represents 21% to 40%, 19% of the participants said it only represents 1% to 20% of their overall consumption of alcohol and finally 13% said that beer represents 0% of their alcohol consumption.

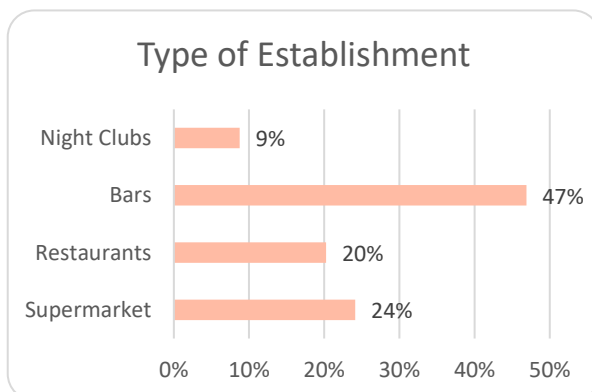


Graphic 7 Participants overall consumption of beer

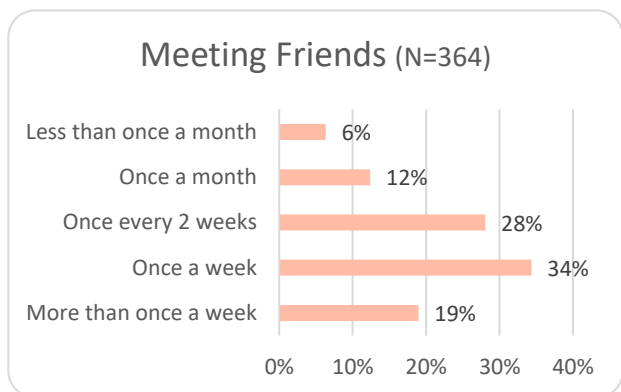


Graphic 8 Participants regularity of alcohol consumption

Concerning the regularity with which participants have alcoholic drinks (see Graphic 8) it is possible to see that 12% of the participants drink at least every three days, and the majority of the participants (37%) drink once or twice a week. 19% of participants drink once every other two weeks, 17% drinks at least once a month and finally 14% of the participants say they rarely drink.



Graphic 9 Type of establishment 3 participants buy beer



Graphic 10 Participants regularity on meeting with friends

As for where participants are most likely buy beer (see Graphic 9), the lion share lies on the “bars” option with 47% of the participants buying their beer there. 24% of participants are likely to buy beer in the supermarket, 20% to order a beer in a restaurant while having dinner or lunch and only 9% of the participants are likely to buy beer in a nightclub. Regarding the regularity

with which participants meet their friends (see Graphic 10), 19% state that they get together more than once a week, 34% says that they meet once a week, 28% of the participants only meet their friends once every two weeks, 12% say they only see each other once a month, and finally, 6% of the participants states that they meet their friends less than once a month.

Data Screening

This section searches for outliers in the dataset since the existence of an outlier can change the results and give a false idea of what is really happening with the data. In the question regarding the willingness to pay for a beer, one participant stated that he/she was willing to pay €50 for one beer. That is an unreasonable price for a single beer, which can be bought for €0.50 at any Portuguese supermarket. Consequently, that answer was considered an outlier and deleted from the dataset, which meant the participant's answer on the WTP was replaced by a missing value. No other outlier was found in the dataset.

Data reliability

Some of the questions used in this study were adapted from prior literature, and because of this, it is important to test its reliability. As previously mentioned in Chapter 3, the question that induced participants into feeling threatened was adopted from Cohen, Aronson & Steele (2000) and Ledgerwood, Liviatan and Carnevale (2007). Furthermore, there were two questions adapted from Khan & Dhar (2006) that served the purpose of understanding if in fact the question regarding the threat was effectively doing its job or not. The last two questions followed a 7-point scale, on the Mood dimension (Appendix 2) where 1 = “most negative” and 7 = “most positive” and on the Self-Esteem dimension (Appendix 2) where 1 = “strongly disagree” and 7 = “strongly agree”.

With the help of the Cronbach's alpha, the scales' reliability of the mood and self-esteem dimensions were studied, where both scales had four items. For the mood scale there are good levels of internal consistency, the Cronbach's alpha for the total measure is equal to 0.946. On the other hand, the self-esteem scale only achieved a Cronbach's of 0.65.

Since both dimensions (mood and self-esteem) had questions evaluated on a 7-point scale, the number four was considered the middle of the scale and represented a neutral state for the participants. Before running further tests on the two dimensions, it is important to explain that

the mood and self-esteem dimensions had both a scale of 4 items that were compressed into a single score each. Taking that into consideration, a t-test was run with the null hypothesis that the mean would be four. According to the test results at a significance level of 0.05, both the mood and self-esteem dimensions have a mean higher than four, which signifies that participants had a positive mood and a positive self-esteem ($M_{Mood} = 4.20$, $SD_{Mood} = 1.71$; $M_{Self-esteem} = 5.41$, $SD_{Self-esteem} = 0.80$). On average, participants answering about a situation when they had not lived up to their expectations (on an important dimension to them) had both a positive mood and a positive self-esteem. Such results might indicate that the question inducing a threatening situation to the participants failed to be effective. This is a consequence of rejecting the null hypothesis, which means participants held a positive score on the dimensions assessed. Nonetheless, it should be pointed out that the mood and self-esteem dimensions could not be compared between the groups of threat and non-threat, since those questions were only presented in the experimental study for the threat group and not to the non-threat. Such comparison would provide a better test to the effectiveness of the threat manipulation.

In contrast, the question inducing group identity had a positive outcome as detailed below. As previously mentioned, this question also used a 7-point scale, so a t-test was also run to test the null hypothesis that the mean is equal to four (the neutral value in the scale from 1 to 7, where 1 = “totally disagree” and 7 = “totally agree”). Using a significance level of 0.05, the null hypothesis is rejected and the mean resulted to be higher than four ($t(142) = 13.60$, $p = .000$; $M = 5.61$, $SD = 0.12$). This means that the participants agreed that beer was one of the most important drinks for the Portuguese, which implies that the text showed to them was effective in creating a group identity. It is also important to state that the identity dimension was only presented to half the participants on the experimental study, which means that it is impossible to compare the results between identity groups and non-identity groups.

In-depth analysis

Hypotheses for WTP

In this section, the hypotheses introduced in chapter 1 are scrutinized and answered. In order to test these hypotheses an ANOVA with 2 threat x 2 identity was run at a 95% confidence level for all the dependent variables.

For participants' willingness to pay, the ANOVA revealed a single main effect of threat ($F(1,$

295) = 4.59, $p = .033$, $\eta^2 = .016$) suggesting that, as expected, participants under the threat condition were more willing to pay for a beer ($M = 3.46$, $SD = 3.10$) than participants that did not went through such condition ($M = 2.91$, $SD = 2.55$). No other effects were found (see Table 3).

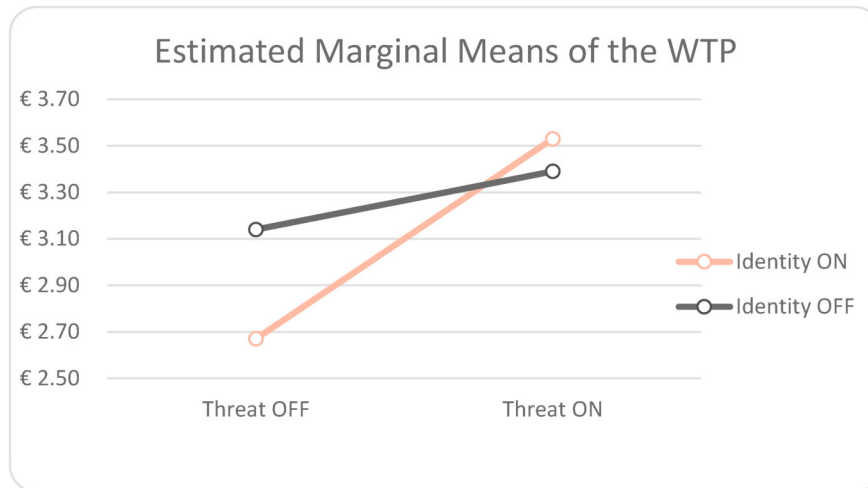
Even though we did not find the expected interaction between threat and identity, planned contrasts revealed that threat the manipulation only had a significant effect on participants' willingness to pay when the identification was high ($t(140) = 2.33$, $p = .022$; $M_{threat} = 3.53$, $SD_{threat} = 2.60$; $M_{no-threat} = 2.67$, $SD_{no-threat} = 1.71$), but not when the national identity was not accessible ($t(151) = 0.69$, $p = .490$; $M_{threat} = 3.39$, $SD_{threat} = 2.41$; $M_{no-threat} = 3.14$, $SD_{no-threat} = 2.05$).

That is, the threat condition shows the main effect, more precisely the threat manipulation truly works when participants in the study are allowed to regain their self-worth via positive national identity. In this situation, participants were willing to pay €3.53 for a beer (the highest value of the four conditions), whereas the non-threat condition combined with the presence of the identity group led to the lowest WTP of €2.67.

Even though the WTP seems to depend on whether participants self is threatened, a closer look to our data clarifies that participants are willing to pay more for a beer only when a positive identity is associated to that product. Graphic 11 presents a clear image of the different WTP; depending on the condition.

Table 3 ANOVA dependent variable: WTP – Test of between-subject's effects

Tests of Between-Subjects Effects						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	2986.002	1	2986.002	607.879	0	0.676
Threat	22.565	1	22.565	4.594	0.033	0.016
Identity	2.122	1	2.122	0.432	0.511	0.001
Threat * Identity	6.775	1	6.775	1.379	0.241	0.005



Graphic 11 ANOVA – Estimated marginal means of the WTP

H1: Products that are closely connected to the consumer identity will lead to a higher WTP, as opposed to those that do not share that identity.

H2: H1 should be particularly true when the self is threatened, compared to a non-threatening condition.

Taking into consideration what was observed in Table 3, the present data partially supports H1. It seems that identity may play a role on consumer’s willingness to pay, but only when they are under threat and may presumably seek ways of restoring from that threat. Nonetheless, H1 must be rejected since ‘Identity’ does not have a main effect (the significance level is greater than 0.05, sig. > 0.05).

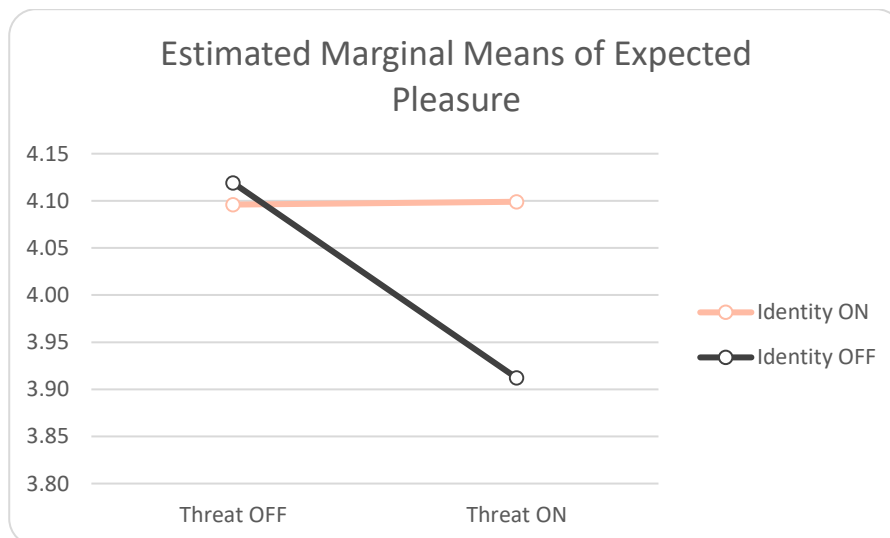
As for Hypothesis 2, it cannot be rejected (see Table 3), since the threat manipulation has a main effect on the model (the significance level is greater than 0.05, sig. > 0.05). Under threat participants are willing to pay more for a beer. However, this effect is only present when the national identity is associated to the product. Such conditions, as previously mentioned, lead to the highest WTP (€3.53). To conclude, the more intensified the ‘threat’ effect is, the higher is the participants’ willingness to pay for a beer when that product is associated to a positive identity, that may potentially help the consumer to recover from the threat.

Hypotheses for Hedonic Experience

As explained in Chapter 3, the Hedonic Experience dimension was evaluated in three questions on the ES presented to the participants. A question asked participants to rate their experience when drinking a beer as a utilitarian or as a hedonic one (on a 9-point scale). The other two questions asked participants to rank their experience of drinking a beer on a 5-point scale, where in the first question participants were asked to imagine they were simply drinking a beer and in the second they were asked to imagine they were drinking it with their friends on a sunny day. The two last questions were compressed into a new variable called ‘Expected Pleasure’ that measured the pleasure that participants take from drinking a beer.

Regarding the participants’ expected pleasure, the ANOVA revealed that there are no main effects of threat ($F(1, 298) = 1.14$, $p = .29$, $\eta^2 = .004$) or identity ($F < 1$). Although, non-significant, the pattern of results suggests that participants under the threat condition reported a lower expected pleasure from drinking a beer ($M = 4.01$, $SD = 0.07$) than participants that did not go through such condition ($M = 4.12$, $SD = 0.07$).

Graphic 12 may further suggest that when the national identity was not accessible to participants and those same participants were threatened, these participants expected the lowest level of pleasure from the having a beer, although purely speculative this may suggest that people become more vulnerable in this situation and cannot imagine themselves in pleasurable situation, unlike the other participants.



Graphic 12 ANOVA – Estimated Marginal Means of Expected Pleasure

Regarding the classification of beer as a hedonic or a utilitarian product, the ANOVA revealed that there is no significant effect, but the identity condition has the highest impact ($F(1, 298) = 2.50$, $p = .120$, $\eta^2 = .008$). The threat condition and the interaction (threat*identity) had a $F < 1$. Although non-significantly participants under the identity condition considered that drinking a beer was more of a hedonic experience than a utilitarian one ($M = 6.84$, $SD = 0.153$). In contrast with participants that did not go through such condition ($M = 6.50$, $SD = 0.148$).

H3: Products that are closely connected to consumer's identity lead to a higher expected pleasure of the consumer, as opposed to those that do not share that identity.

H4: Conditions where a consumer has low identification and is threatened by the message lead to the lowest levels of expected pleasure.

Regarding the independent variable (IV) 'Identity', H3 must be rejected because 'Identity' does not have a significant effect on the model (sig. > 0.05): However, this IV was the one that boosted the expected pleasure experienced by participants, even if such impact is not significant as previously mentioned. Hypothesis 4, must be also rejected, since there is no statistical significance to sustain it (sig. > 0.05). However, Graphic 12 may suggest that the threat condition has strong influence on the participants that do not have the national identity available to regain value. In other words, when participants are under the condition of threat and are not exposed to the identity condition, they perceived the lowest expected pleasure from drinking a beer, although purely speculative this may suggest that participants have a high sensitivity to the threat condition when they are not offer the option to regain their identity back.

Hypotheses for Purchase Intentions

The following text discusses the purchase intentions felt by the participants. To measure this DV (Dependent Variable) an ANOVA was run at a 95% confidence level.

For participants' purchase intentions, the ANOVA revealed that there is no significant effect, all condition had a $F < 1$, suggesting that participants' purchase intentions were not affected by the conditions of threat and identity. Under all conditions, participants showed high purchase

intentions, as it is possible to confirm using the Table 4, since the mean of all conditions are higher than four (where 1 = “extremely unlikely” and 5 = “extremely likely”).

Table 4 ANOVA dependent variable: Purchase Int. – Descriptive Statistics

Descriptive Statistics					
Condition			Mean	Std. Deviation	N
1	Threat	ON	4.15	1.023	71
	Identity	ON			
2	Threat	ON	4.11	1.165	74
	Identity	OFF			
3	Threat	OFF	4.32	0.941	73
	Identity	ON			
4	Threat	OFF	4.16	0.947	80
	Identity	OFF			

H5: Products that are closely connected to the consumer identity lead to higher purchase intentions, as opposed to those that do not share that identity.

H6: H5 should be particularly true when the self is threatened, compared to a non-threatening condition.

The independent variable ‘Identity’ does not have a significant impact on the model at the significance level of 0.05 (Sig. > 0.05), and therefore H5 must be rejected. However, the study indicates that participants under the identity condition show some inclination to higher purchase intentions ($M = 4.24$, $SD = 0.09$) than participants that did not go through such condition ($M = 4.14$, $SD = 0.08$). However, this evidence is not statistically relevant. Hypothesis 6 must also be rejected since it does not show any significant impact at the significance level of 0.05 (Sig. > 0.05). To conclude, this study could not find a statistically relevant effect regarding the participants’ purchase intentions.

Chapter 5: Main Conclusions and Future Research

This final chapter discusses and scrutinizes, the main academic conclusions. These topics will be examined taking the literature review into consideration, which was first presented in Chapter 2. The limitations present in this dissertation are also approached in this section. Furthermore, there will be some considerations regarding topics that look most promising for future research

Academic Implications

The subject that underpins this dissertation is without question the effect of threat and identity, subjects that have been continuously mentioned in the previous chapters of this dissertation. As previously explained, group-identity plays a major role in consumers' behaviour, especially when speaking of a core identity. As Belk (1988) stated, identity is a crucial element for individuals since it helps them not only to characterise themselves, but also others. Consequently, Sacrosanct values are regarded as an aspect too important / valuable to be interfered with, as it can be seen as a compass to people's lives (Dunning, 2007). However, this thesis focus on the effect of threatening the aforementioned important values and analyse how that affects their overall experience. In particular, how it affects people's' willingness to pay, their hedonic experience and finally, their purchase intentions.

The industry of alcoholic drinks, more specifically the beer industry, was selected to carry out this study. One of the reasons that led to this choice is related to the wild popularity of beer among young adults (Chaloupka, & Wechsler, 1996), which happens to represent a large percentage of the participants in the study.

The first hypothesis that stands out in the dissertation is the power that group identity plays in participants' willingness to pay., That is, based on the literature review of this dissertation, it was expected that participants who shared a core identity would lead to a higher WTP, as opposed to those who did not share that identity (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). However, given the results, this hypothesis was not fully supported since there was no significant main effect of identity to back it up. That is, identity seems to play an important role and increase participants' willingness to pay for a beer under certain conditions of threat, which lead us to the second hypothesis of this dissertation.

The second Hypothesis (H2) supposes that identity should increase participants' willingness to pay particularly when they were exposed to a self-threat (when compared to a non-threatening group). Indeed, we found that threat manipulation increased participant's willingness to pay when a positive national identity was associated to the product. Such behaviour was to be expected since according to Dunning (2007) individuals try to recapture their positive self-view by all means necessary, when threatened. This should have made participants more willing to pay for a beer that was associated to a positive self-identity that could restore their threaten positive self-concept .

Hypotheses H3 and H4 study the effect that group identity and threat have on the expected pleasure of consumers. So that the expected pleasure could be studied, a new variable was created based on the answers of two questions of the ES, which concerned the pleasure participants took from drinking a beer and drinking a beer with friends on a sunny day. This new variable was named 'Expected Pleasure'.

Accordingly, Hypothesis 3 formulated that consumers, who were exposed to group identity, were predicted to have a higher expected pleasure than those who did not share that same identity. Such statement had to be rejected, since there was no statistical significance to support H3. Nevertheless, the independent variable 'Identity' was responsible for the highest boost of pleasure expected from the participants, regardless of its lack of statistical significance.

Hypothesis H3 was paired with Hypothesis 4, which formulated that participants that were not under the condition of 'Identity' and were consequently threatened should register the lowest expected pleasure. This assumption also had to be rejected due to its lack of statistical evidence. However, a closer look into the analysis of the H4 results showed that when participants were not offered the option to regain their identity back (through the consumption of an identity related product), there were deeper consequences of the threat. This illustrates the participants' sensitivity to loss of identity. This behaviour was to be expected according to White, Argo, and Sengupta (2013), who stated that individuals avoid products that may threaten their identities when those identities do not provide a way to immediately restore the consumers' positive self-view.

Finally, Hypotheses 5 and 6 analyse the purchase intentions of consumers. In this way, H5 formulates that consumers who were exposed to the 'Identity' effect should present the highest value of purchase intentions (such formulation was based on Hogg and Michell (1996)), as

opposed to those that were not exposed to the 'Identity' effect.

Unfortunately, there was no statistical evidence to support H5, although participants under the condition 'identity' showed higher purchase intentions than those participants who were not under such condition. Yet, it is important to highlight that in both conditions participants had high purchase intentions regarding buying a beer when going out with friends, indicating that perhaps the WTP is a better instrument to understand the effect of the conditions 'identity' and 'threat' than the PI.

Hypothesis 6 states that participants under the condition of 'identity' who are consequently threatened should lead to higher purchase intentions when compared against a non-threatening condition. However, there was no statistical evidence backing up this hypothesis. To summarize, the experimental study could not find any effect that was statically significant towards the participants' purchase intentions.

To conclude, it can be stated that most of results did not have statistical evidence to support them, apart from Hypothesis 2, which refers to the WTP of the participants. However, it can be argued that the WTP is the DV with the great importance to this study, since it is possible to see the true impact that the IV 'threat' can have on participants. As for the DV 'purchase intentions', it is of relevance to reinforce that, under all conditions, the purchase intentions report always high values. The same happened with the DV 'expected pleasure', but in a more moderated manner. In the end, there is a lot of evidence pointing the right way, taking into account what has been hypothesised. Therefore, there is still much to be done and researched under this topic, which may lead to exciting new knowledge.

Managerial Implications

This thesis allows distinct groups to take this information to their advantage, such as companies (beer producers / sellers) that can use the results of the dissertation to improve their selling numbers or the costumers' willingness to pay for a beer. On the other hand, a public / governmental institution can use this knowledge to reduce the consumption of alcoholic drinks and teach its dangers to the general population.

Companies & Brands

Taking into consideration what has been stated in the literature review, there a lot of recommendations that can be made. The knowledge that was shared by those different authors can guide companies to improve their sales and increase customer's brand loyalty.

Through Belk (1988) it is possible to understand the importance that an identity has attached to possessions, and how something so simple can lead to a great deal of improvement. As previously explained, congruence between a product image and the image of the consumers' self is something that has a direct effect on their purchasing intentions: In this way, the higher the congruence the higher their purchase intention (Hogg and Michell, 1996). For that reason, it is key for marketers to able to define the identity of their brands/products well and to efficiently communicate it.

In contrast, brands can also use the concept of 'threatening' consumers to their advantage, given the necessity felt by people to recapture their positive self-view when there is a threat to a core identity (Dunning, 2007). Such concept can be used by brands in advertising campaigns in order to induce purchase intentions. such strategies must be used carefully (Angle, & Forehand, 2016), since they only work when considering values that truly matter to consumers and if the campaign offers a way for consumers to restore their positive self-view / self-worth (White, Argo, and Sengupta, 2013).

At last, but not least, another important take for brands is the importance of hedonic consumption. As Ding and Tseng (2015) have stated before, people tend to be more loyal to brands that generate hedonic emotions on their customers - for that reason, brands should try to appeal to individuals' emotions when advertising their products.

Public & Governmental Institutions

Due to the possible harm that substances like alcohol can do to people, especially to young drinkers, the state plays an important role in bringing awareness to its dangers to the general population. It is very common for governmental institutions to issue advertising campaigns that carry warnings and cautionary tales regarding alcohol consumption. The main goal of this type campaigns is to discourage high consumption of alcohol and, in some cases, to influence people not to consume alcohol at all (for instance, discourage consumers that are not of the legal age to drink alcoholic beverages).

By considering the goal of governmental institutions, which is explained above, it can be argued that such institutions could use the concept of ‘group identity’ and ‘threat’ to their advantage. For example, threatening and jeopardizing consumers’ self-views without offering the possibility to restore the identity. Such strategies would lead to a decrease in purchase intentions, which could be one of the main goals of public institutions.

Limitations and Future Research

As expected there were a few limitations intrinsic to this dissertation, one of those lays on the ES that it was conducted, more specifically regarding the independent variable ‘Threat’. As is has been early explained, the study followed a 2x2 between subjects’ factorial design, which means there were two studies where the IV ‘Threat’ would be active and two were the IV would not be. However, what really happened was that the IV ‘Threat’ was present in two of the conditions and the other two had this section missing, there was no question that could later on be compared between the two main groups, and more importantly, we cannot control for what the participants were thinking before going through the dependent variables. Something that might have led to questionable result of the effect of the threat, there was not really a way to efficiently compare the results the variable ‘Threat’ had cause on the participants. Therefore, it is crucial that further research includes in both conditions (threat and non-threat) a section that measures the power of the threat and the power of the none-existing threat.

The sample size of this dissertation was also a limitation, even though that 404 answers were collected it is essential to bear in mind that due to the randomization of the study each condition had around 100 participants, which can be a too small sample to find significant relationships from the data. Consequently, in a future research it would be beneficial if large pool of participants is obtained.

Nowadays binge drinking (“drinking five or more drinks in a row for men and four or more drinks in a row for women” as defined by Wechsler, Dowdall, Davenport, and Castilo (1995)) is a reality among young consumers of alcoholic drinks and this dissertation did not take this aspect into consideration. According to this study, a large percentage of college students (both male and female) engage in binge drinking, which means that to most students the only purpose for drinking is to get drunk, rather than appreciate the act of having a drink. Ultimately, the factor ‘Hedonic Experience’ might have been tampered with, because this dissertation was not

prepared for binge drinkers. Consequently, in a future research it would be important to include a question to understand to what extension participants engage in binge drinking since studying such a group could be very interesting. It would be especially interesting to see and compare the impact binge and non-binge drinking might have on the dependent variable 'Hedonic Experience'. Furthermore, it would also be interesting to study what truly moves people to drink beer: it is a matter of preference or is it only because a beer is cheap and the purpose is solely to get drunk?

Another limitation that might have arisen is related to the nature of some of the questions in the ES regarding the consumption of alcoholic drinks. Even though it was stated in the beginning of the ES that this survey was completely anonymous, some people might have had some reluctance in revealing their real consumption habits, since these habits can be somewhat controversial. For this reason, some of the answers might not completely resemble the truth and may be biased. A way to reduce this limitation would be to repeatedly ensure participants that their answers were completely anonymous and that they would be studied in a large group instead of analyzed individually. Moreover, it could also be emphasized that truly honest answers were fundamental to the success of this study.

Appendices

Appendix 1 Questionnaire

Thank you for taking the time to participate in this survey. I'm a student at Católica Lisbon School of Business and Economics, and I am conducting this research for my Master thesis in Marketing and Hedonic Experience.

This survey will take approximately 6/7 minutes.

I appreciate your honesty answering these questions since they are all very important to this study. Please note that there are no right or wrong answers and that all responses will be kept confidential, anonymous and used for study purposes only.

Thank you once again for your time and collaboration. In case you have any further questions, please contact me at llealdealmeida@gmail.com (Leonor Leal de Almeida)

Press here to start the survey (Do not press the button >>)

Section 1: Self-threat

Q1 Below is a list of characteristics and values, some of which may be important to you, some of which may be unimportant. Please rank these values and qualities in order of their importance to you, from 1 to 11 (1 = most important item, 11 = least important item).

- _____ Artistic skills/aesthetic appreciation
- _____ Sense of humor
- _____ Relations with friends/family
- _____ Spontaneity/living life in the moment
- _____ Social skills
- _____ Athletics
- _____ Musical ability/appreciation
- _____ Physical attractiveness
- _____ Creativity
- _____ Business/managerial skills
- _____ Romantic values

Q2 Now please write a description of a time where you failed to live up to your most important value/characteristic (selected in the previous question).

Q3 Taking into account your previous answer, please describe how you feel at the moment (1 = "most negative", 7 "most positive") regarding the following dimensions:

	1	2	3	4	5	6	7
I am compassionate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am sympathetic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am warm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Please indicate to what extent do you agree or disagree with the following statements (1 = “strongly disagree,” 7 = “strongly agree”):

	1	2	3	4	5	6	7	
Sad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Happy
Bad mood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good mood
Irritable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pleased
Depressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cheerful

Section 2: Establish if is a drinker or not

Q5 In the past 6 months, have you drunk any kind of alcohol?

- Yes
- No

Q6 Was any of those alcoholic drinks a beer?

- Yes
- No

Q7 Why did you not drink a beer in the past 6 months?

- I do not like the taste
- I'm trying to reduce my consumption of beer
- It is not available where I usually drink alcoholic drinks

Section 3: Group identity

Q8 We are currently interested in understanding your opinion about some recent research about Portuguese consuming habits. Recent studies indicate that the Portuguese are buying more beer from in hyper- and super-markets or in the Horeca channel (hotels, restaurants and cafes). Both

channels recorded year-on-year growth of 10% in sales of this millenarian drink in Portugal. "If this rhythm is maintained, 2017 will be the year with the highest growth of the last decade".

Right now, beer is one of the most important drinks for Portuguese people and Portugal. Given the importance of beer to Portugal, please tell us your opinion about this subject.

Q9 Please rate how much do you agree with the aforementioned study indicating that beer is one of the most important drinks for the Portuguese?

- Totally disagree 1
- 2
- 3
- 4
- 5
- 6
- Totally agree 7

Section 4: Hedonic Experience

Q10 Now imagine you are drinking a beer now, how would you rate such experience?

- Extremely Unpleasant 1
- 2
- 3
- 4
- Extremely Pleasant 5

Q11 Consider that same beer and the act of drinking it, please classify such action on the following scale:

- I drink beer strictly because I'm thirsty 1
- 2
- 3
- 4
- 5
- 6
- 7
- I drink beer because I love the taste/the situation where I'm drinking 9

Q12 It's 6 o'clock in the afternoon, the sun is still up in sky and there is a warm and pleasant temperature... You are currently in a terrace with your group of friends and have just ordered that previous beer. Please rate the level of pleasure that you get from drinking:

- Extremely Unpleasant 1
- 2

- 3
- 4
- Extremely Pleasant 5

Section 5: WTP

Q13 Please indicate the maximum amount of money you would be willing to pay for a beer?

Section 6: Consumers Personality

Q14 Think about your personality traits and assess them against the following characteristics:

Q15 Do you identify yourself as a typical beer drinker? Typical beer drinker = Cheerful, outgoing person that enjoys being around his/her friends, go to bars or even sports events.

- Extremely likely
- Moderately likely
- Neither likely nor unlikely
- Moderately unlikely
- Extremely unlikely

Section 7: Understand Consumers Alcohol/Beer Consumption

Q16 With what regularity do you have alcoholic drinks? (select the option that best describes you)

- At least every 3 days
- Once or twice a week
- Every other 2 weeks
- At least once a month
- Rarely drink (once every 3 months or less)

Q17 Please think about your overall consumption of alcoholic drinks. Beer would represent what percentage of that consumption?

- 0%
- 1% to 20%
- 21% to 40%
- 41% to 60%
- 61% to 80%
- 81% to 100%

Q18 Please indicate the type of establishment where you most usually buy beer (select the most relevant places, maximum of 2).

- Supermarket / Convenience Stores
- Restaurants (when dining / lunching out)
- Bars
- Night Clubs

Q19 In which occasions are you most likely to drink alcohol? (You can select more than one option)

- In the afternoon chilling with your friends
- On the weekends when you go out at night
- When you go out in night clubs
- When you go out for dinner or lunch
- On leisure events (sport events, concerts, etc.)
- On special occasions (birthdays, holidays, etc.)
- Whenever you feel like it

Q20 Where are you most likely to go out with your friends?

- Bars
- Night clubs
- Hangout in your house or a friends' house
- In a park
- Other

Q21 With what regularity do you go out with your friends? (select the option that best describes you)

- More than once a week
- Once a week
- Once every 2 weeks
- Once a month
- Less than once a month

Q22 Please imagine that you are going out with your friends, how likely are you to buy a beer?

- Extremely likely
- Moderately likely
- Neither likely nor unlikely
- Moderately unlikely
- Extremely unlikely

Section 8: Relation Between Questions

Q23 Now we are interested in your opinion about the survey. In your opinion, are the questions regarding the characteristics/values (artistic skills, sense of humor, etc.) related to the questions about your beer consumption?

- Yes
- No

Q24 How much do you think your answers about beer consumption were influenced by your answers to questions regarding your personal values?

1 (No influence)	2	3	4	5 (High influence)
•	•	•	•	•

Section 9: Demographics

Q25 Please indicate your age:

Q26 Please select your gender:

- Female
- Male

Q27 Please select the option that best describes your current situation:

- University Student (Bachelor degree / Master / PHD / other)
- Student (high school / middle school / other)
- Employed
- Retired
- Unemployed

Q28 Please indicate your nationality

- Portuguese
- Other

Q29 What is your household's monthly liquid disposable income (after taxes)?

- < €500
- €500 - €1000
- €1001 - €3000
- €3001 - €5000
- €5000

Section 9: Thanks

Q30 Thank you for your participation in this study! Your input is essential.

Please use the space below if you have any question or comment, or send an email to llealdealmeida@gmail.com (Leonor Leal de Almeida)

Appendix 2 Blocks used for 2x2 Between Subjects Factorial Design

Table 5 Threat Block from online ES

Part 1: Induce Threat	
<i>adapted from Cohen, Aronson & Steele, 2000 and Ledgerwood, Liviatan and Carnevale 2007</i>	
Q1	Below is a list of characteristics and values, some of which may be important to you, some of which may be unimportant. Please rank these values and qualities in order of their importance to you, from 1 to 11 (1 = most important item, 11 = least important item). Artistic skills/aesthetic appreciation; Sense of humour; Relations with friends/family; Spontaneity/living life in the moment; Social skills; Athletics; Musical ability/appreciation; Physical attractiveness; Creativity; Business/managerial skills.
Q2	Now please write a description of a time where you failed to live up to your most important value/characteristic (selected in the previous question).
Part 2: Access Influence of Threat	
<i>adapted from Khan & Dhar, 2006</i>	
Q3	Taking into account your previous answer, please describe how you feel at the moment (1 = "most negative", 7 "most positive") regarding the following dimensions: Sad/Happy; Bad mood/Good mood; Irritable/Pleased; Depressed/Cheerful
Q4	Please indicate to what extent do you agree or disagree with the following statements (1 = "strongly disagree," 7 = "strongly agree"): I am compassionate; I am sympathetic; I am warm; I am helpful.

Table 6 Identity Group Block from online ES

Part 3: Group Identity	
Q5	We are currently interested in understanding your opinion about some recent research about Portuguese consuming habits. Recent studies indicate that the Portuguese are buying more beer from in hyper- and super-markets or in the Horeca channel (hotels, restaurants and cafes). Both channels recorded year-on-year growth of 10% in sales of this millenarian drink in Portugal. "If this rhythm is maintained, 2017 will be the year with the highest growth of the last decade". Right now, beer is one of the most important drinks for Portuguese people and Portugal. Given the importance of beer to Portugal, please tell us your opinion about this subject.

Part 4: Access Influence of Group Identity

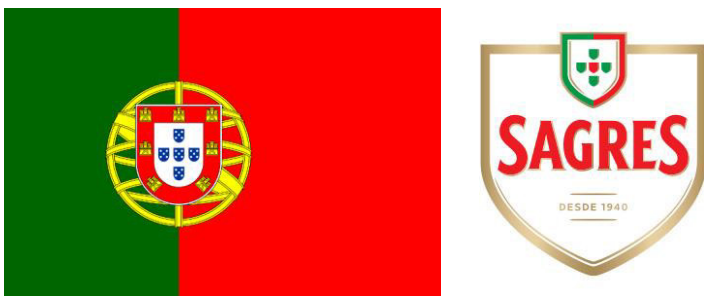
- Q6** Please rate how much do you agree with the aforementioned study indicating that beer is one of the most important drinks for the Portuguese?
-

Table 7 Hedonic Experience Block from online ES

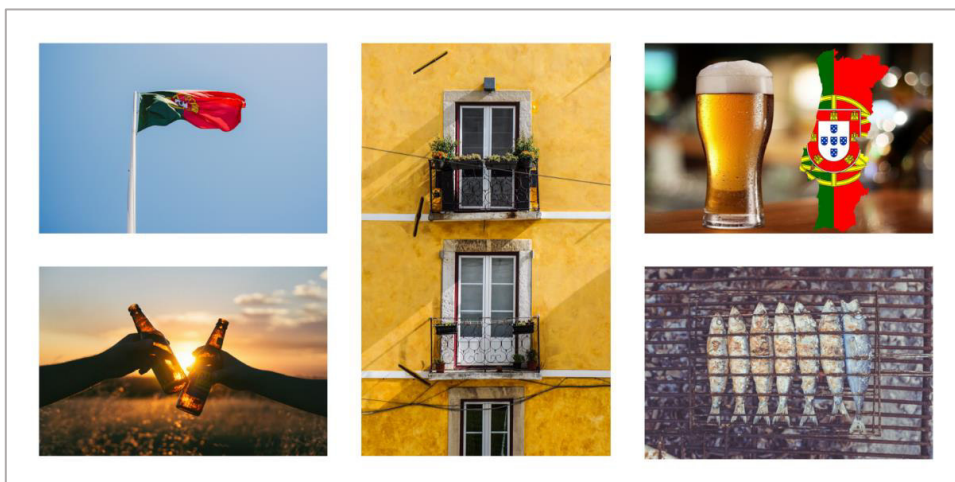
Part 3: Hedonic Experience

- Q7** Now imagine you are drinking a beer now, how would you rate such experience?
adapted from Khan & Dhar, 2006
- Q8** Consider that same beer and the act of drinking it, please classify such action on the following scale:
- Q9** It's 6 o'clock in the afternoon, the sun is still up in sky and there is a warm and pleasant temperature... You are currently in a terrace with your group of friends and have just ordered that previous beer. Please rate the level of pleasure that you get from drinking:
-

Appendix 3 Similarities between the Portuguese flag and Sagres's logo



Appendix 4 Image used in the ES



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