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How to target millennials as beer consumers through social responsibility? The case of Plzenský Prazdroj

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ABSTRACT

The paper evaluates the consumer attitude of millennials as beer consumers through social responsibility. Various CSR activities are applied by beer producer companies that target different age groups, gender, etc., through different communication channels. The main subject of the paper is the beer producer company, Plzenský Prazdroj (PP), which has an ambitious strategy related to the environment, waste management, underage alcohol drinking, and other aspects. Even though the company has a promising vision relating to CSR, the effect on consumer awareness can be different than expected. Therefore, a general hypothesis was set on whether there is or is not a difference between millennials in their attitudes towards CSR activities of PP. The characteristics of the research sample are displayed on the set of general factors, such as gender, age, monthly income, and more; beer factors like beer preferences, place of drinking, disposal of plastics, etc.; and attitudes of the monitored millennials towards the selected CSR activities of PP, such as recyclable packaging, Promile app, support of communities and more. The results of the paper assist in understanding the consumer attitude of this age group, and their perception of the CSR activities of PP, and can contribute to a successful marketing strategy creation of Plzenský Prazdroj oriented toward targeted cohort. Concerning the results, we created suggestions and recommendations for PP such as diversification of product portfolio and/or even business activities, diversification of non-alcoholic beer products, strengthening the CSR activities relating to the environment and waste management, and creating CSR activities that enable the engagement of millennials via their smartphones. The outcomes can also benefit other brewing companies in terms of CSR activities and marketing strategy creation.

Keywords: consumer, attitude, beer, Corporate Social Responsibility, Plzenský Prazdroj – PP

INTRODUCTION

Consumer behavior is influenced by various factors, including but not limited to pricing, product qualities or traits, and CSR engagement [1]. The prevailing paradigm behind corporate social responsibility, or CSR, is currently centred on "shared value." According to this concept, the role of a business is to generate value for its shareholders while simultaneously generating value for society, resulting in a solution where everyone benefits [2]. Several studies are researching the concept of CSR in the food and beverage industry [3], [4], [5]. The executive branch of the EU (European Union) is also dealing with CSR, as it states that companies can voluntarily decide if they want to contribute to a better society and sustainable environment. At the same time, companies develop CSR strategies and form their identity, which signifies the responsibility toward all the stakeholders affected by the company has become a rising trend in all industries. In contrast, companies develop CSR strategies and form their identity, which signifies responsibility to all the affected stakeholders [6]. Another goal of CSR is to protect the company's reputation and identity by engaging with stakeholders and responding to various institutional pressures [7], [8]. By eliminating information asymmetry and boosting stakeholder decision-making, CSR contributes to long-term profitability [9]. Based on Porter and Kramer [10] there are four key reasons to engage in CSR activities: moral obligation, sustainability, license to operate, and reputation. Third-party endorsements, such as collaborations with non-profit organizations or NGOs, and certificates granted by reliable third parties, should be actively shared by corporations and organizations [11]. According to studies [12], [13],

CSR fulfilment has a favorable impact on consumer evaluations of corporate operations, positively impacting consumers' purchasing behavior and future purchase intention. This also indicates that consumers who are more aware of CSR are more inclined to buy a company's products, which is the primary reason corporations must engage in CSR-related activities [14].

Marketing communication serves various purposes for customers or target markets, including informing and demonstrating how and why a product is utilized, the target market, and where and when the product is available [15]. As an emerging topic within corporate marketing communication, CSR management and marketing communication is fully recognized and considered a long-term investment [16]. With the rise of social media in today's digital age, studies have long demonstrated that traditional channels and communication techniques are losing their effectiveness [17]. As a result, businesses are forced to interact with customers via social media sites in any circumstances [18]. Based on a study from the UK, during the pandemic caused by COVID-19, alcohol corporations quickly modified their marketing to address health and social concerns related to the pandemic. This included the support of social distancing, hosting of online live-streamed events, and CSR initiatives such as philanthropic donations and linking products with the efforts of key workers, e.g., donations to health care and the hospitality sector [19]. Young millennials place a higher value on philanthropic initiatives because they perceive themselves as a socially committed population to humanitarian efforts and exhibit social awareness in their daily routines, which translates into a favorable attitude toward brands that promote social causes [20]. They devote more attention to the content these companies provide because they are more likely to trust them and buy their products or services [21]. In addition, millennials differ from the previous generations in several ways, including how they purchase and make decisions. This is hardly surprising because each demographic generation has distinct characteristics [22]. Millennials are a digitally naive and tech-savvy age group who utilize messaging platforms and the internet to access various media. They are often innovators or early adopters who use a variety of food sales channels and want firms to have a relevant online presence to be accessible. For them, food purchase priorities have shifted to a healthy profile and freshness [23]. According to several findings from the 20th century [24], [25], the age of business students was associated with ethical beliefs and behavior, with older students displaying stronger ethics than their younger counterparts. To understand the consumer behavior of millennials, it is necessary to examine the influence of varied factors, such as the impact of advertising [26], [27], [28], [29], type of packaging [30], [31], [32] and others. According to Bakewell and Mitchell [33], millennials' buying habits differ from preceding generations. It is critical to recognize their differences and recognize that employing the same marketing methods will be ineffective. As a result of an intense sense of personal identity, millennials participate in socially responsible activities, and to themselves and others, millennials employ socially responsible behavior to demonstrate their compassion [34].

Although the alcohol business recognizes that its products can provide significant personal pleasure and societal value, they can also inflict major personal and social harm if drunk irresponsibly [35]. Over the years, industry members have contributed to innovative initiatives to prevent drunk driving and underage drinking. It explains why Oh et al. [36] call controversial industries such as tobacco, alcohol, gaming etc. “sinful firms”. Even though such organizations are stigmatized, several types of research show that despite their nature of operating CSR activities can support firm value and decrease risk [37], [38]. On the other hand, the contradiction between their industry and CSR needs to be considered [39], [40]. Evidence suggests that tobacco businesses exploited CSR operations to boost profits by improving their image, deflecting criticism, gaining access to policymakers, and mitigating legal risks [40], [41]. When it comes to alcohol producers' social responsibility, it is a challenge that must be faced and creatively overcome. For such companies, the promotion of responsible drinking is a fundamental initiative [42]. According to Mialon and McCambridge's [43] research, there are five main types of CSR initiatives by alcohol industry actors: alcohol information and education provision, drunk driving prevention; research involvement; policy involvement, and the creation of social aspects organizations. Besides activities preventing harmful drinking, philanthropy is considered with non-alcohol issues, such as arts, culture, and emergency humanitarian aid. According to Jones et al. [44], the leading spirits and beer companies are working to integrate CSR into their core business. While they emphasize their commitment to promoting responsible drinking, they also address various impacts in the marketplace, communities where they operate, the environment, and the workplace. Alcohol industry participants (producers, distributors, and so on) think integrating CSR and social marketing into their business operations can improve their economic, social, and environmental performance [45]. As the number of breweries and product developments has grown, new products benefit customers, society, and the environment. Diversification toward low-alcohol and non-alcoholic beer has created opportunities for breweries of all sizes, increasing sales. The availability of ecological beer is also steadily rising [46].

Scientific Hypothesis

The study aimed at the specific problem of targeting communication of the selected brewing producer on millennial consumers. Our analysis is based on the general premise that millennials are responsive to ethical and responsible issues [47], [48], [49], [50], and therefore we analyzed the differences in their attitudes towards the socially responsible scope of the monitored company.

For this purpose, we created a set of general factors (GF1-GF8) and factors of beer consumption (BF1-BF10) that affect the attitudes of millennials towards socially responsible activities of the monitored company (PP1-PP17).

Research is based on the general hypothesis H0 and connected alternative hypothesis H1:

- H0: There is no difference between millennials in their attitudes towards CSR activities of the monitored company.
- H1: There is a difference between millennials in their attitudes towards CSR activities of the monitored company.

The study included the set of characteristics (which describe millennials and their relation to beer drinking) and a set of factors (which describe their attitudes towards CSR activities of company PP). Regarding this, the alternative hypothesis was extended to the specific hypotheses derived from Ha (Table 1).

Table 1 Alternative hypothesis derived from Ha.

Ha	Factors	Attitudes
Ha1	GF1 Gender	PP1 Most Important CSR Activity
Ha2	GF2 Age	PP2 Extent Consideration of Environment
Ha3	GF3 Social Status	PP3 Extent Consideration CSR Activities
Ha4	GF4 Monthly Income	PP4 CSR Attitude – Reduction of Water
Ha5	GF5 Place of Living	PP5 CSR Attitude – Local Suppliers
Ha6	GF6 Relationship Status	PP6 CSR Attitude – Recyclable Packaging
Ha7	GF7 District	PP7 CSR Attitude – Reduction of Plastics
Ha8	GF8 Origin	PP8 CSR Attitude – Use of Renewable Resources
Ha9	BF1 Beer Likeness	PP9 CSR Attitude – Economical Technologies
Ha10	BF2 Beer Frequency	PP10 CSR Attitude – Support of Communities
Ha11	BF3 Place of Drinking	PP11 CSR Attitude – Work Safety
Ha12	BF4 Beer Preferences	PP12 CSR Attitude – Garden Program
Ha13	BF5 Dispose of Cans	PP13 CSR Attitude – Beer Alley
Ha14	BF6 Dispose of Glass Cottles	PP14 Promile APP
Ha15	BF7 Dispose of Plastic Bottles	PP15 Promile APP - CSR
Ha16	BF8 Amount Single Occasion	PP16 Respect 18
Ha17	BF9 End Up Single Occasion	PP17 Respect 18 – CSR
Ha18	BF10 Increased Beer Expenses – COVID-19	

Note: Source: Own processing.

Specific alternative hypotheses (Ha1-Ha18) pointed to the differences between factors (general factors GF1-GF8 and beer factors BF1-BF10) and attitudes of the monitored millennials towards socially responsible activities of the company Plzenský Prazdroj (PP1-PP17). A computed *p*-value lower than the significance level alpha = 0.05 indicates rejection of the null hypothesis H0 and acceptance of the alternative hypothesis Ha and *vice versa*.

MATERIAL AND METHODOLOGY

This study aims to determine the company's CSR activities, Plzeňský Prazdroj which can be effectively used in marketing communication towards millennial consumers. Plzeňský Prazdroj's sustainable development strategy is closely coordinated with Asahi Europe and International Group, including different CSR activities such as supporting the development of regions, reducing the average water consumption for production, purchasing resources from sustainable farms, switching to only circular packaging, reducing waste, preventing underage alcohol consumption and more. Therefore, analysis is based on statistically significant differences in millennials' attitudes towards CSR activities of (variables) regarding their general characteristics and beer-drinking habits (factors).



Picture 1 Logo of Plzeňský Prazdroj. Note: Source: www.prazdroj.cz.

The study was conducted as an online questionnaire on a sample of 726 Czech and Slovak millennials. Because most of the product range of monitored company Plzeňský Prazdroj contains alcohol, only persons 18+ years were included. The online questionnaire form (Google Forms) was made public through social media (Facebook primarily). Questionnaires consist of three parts: general (classification) questions – later used as general factors (GF1-GF8), questions regarding consumption habits of beer – later used as beer factors (BF1-BF10) and questions towards attitudes of respondents towards specific CSR activities of PP company – later used as variables (PP1-PP17).

Characteristics of the research sample can be displayed on the set of general factors:

- GF1 Gender (1 – Man (288), 2 – Woman (438)),
- GF2 Age (1 – 18-24 (506), 2 – More than 24 (220)),
- GF3 Social Status (1 – Student (355), 2 – Student with job (163), 3 – Job (208)),
- GF4 Monthly Income (1 – Under 300 EUR (336), 2 – More than 300 EUR (390)),
- GF5 Place of Living (1 – Dormitory/Rent (167), 2 – Mama Hotel (387), 3 – Own household (172)),
- GF6 Relationship Status (1 – Single (320), 2 – In Relationship (406)),
- GF7 District (1 – BA – Bratislava (100); 2 – TR – Trnava (134); 3 – TT – Trenčín (63); 4 – NR – Nitra (64); 5 – ZA – Žilina (110); 6 – BB – Banská Bystrica (53); 7 – PE – Prešov (112); 8 – KE – Košice (90)),
- GF8 Place of Living (1 – City (353), 2 – Village (373)).

Drinking habits of monitored millennials were described through a set of ten beer factors:

- BF1 Beer Likeness (1 – Very weak (27), 2 – Weak (55), 3 – Average (47), 4 – Strong (255), 5 – Very strong (342)),
- BF2 Beer Frequency (1 – Couple times a year (155), 2 – Once a month (69), 3 – Couple times a month (248), 4 – Couple times a week (236), 5 – Every day (18)),
- BF3 Place of Drinking (1 – Pub (353), 2 – Home (173), 3 – Outdoor activities (42), 4 – Restaurant (with meal) (70), 5 – At friend's place (88)),
- BF4 Beer Preferences (1 – Tapped (609), 2 – Can (63), 3 – Glass Bottle (48), 4 – Plastic Bottle (6)),
- BF5 Dispose of Cans (1 – Mixed waste (187), 2 – Separated waste (539)),
- BF6 Dispose of Glass Bottles (1 – Mixed waste (27), 2 – Separated waste (296), 3 – Refund (403)),
- BF7 Dispose of Plastic Bottles (1 – Mixed waste (91), 2 – Separated waste (635)),
- BF8 Amount Single Occasion (1 – Less than 0.3 L (46), 2 – 0.3-0.5 L (157), 3 – 0.5-1.5 L (350), 4 – 1.5-3.5 L (153), 5 – 3.5 L and more (20)),
- BF9 End Up Single Occasion (1 – Single glass (164), 2 – Tipsy (475), 3 – Move to harder alcohol (71), 4 – K.O. (16)),
- BF10 Increased Beer Expenses – COVID-19 (1 – Yes (30), 2 – No (696)).

Attitudes of monitored millennials towards selected CSR activities of PP were identified through the following questions:

Multiple choice type

PP1 Most Important CSR Activity of PP (1 – Packaging circularity, 2 – Raw materials from natural sources, 3 – Carbon neutrality, 4 – Reduction of waste production, 5 – Reduction of water consumption, 6 – Higher production of non-alcoholic beers, 7 – Increase in the number of women in leadership positions).

Likert scale type

The Likert scale was used in the two groups of questions depending on the answers:

- A. Answers: 1 – Very weak, 2 – Weak, 3 – Averagely, 4 – Strong, 5 – Very strong (PP2 Extent Consideration of Environment – PP; PP3 Extent Consideration CSR Activities – PP).
- B. Answers: 1 – Very irresponsible, 2 – Rather irresponsible, 3 – I can't judge, 4 – Rather responsible, 5 – Very responsible (PP4 CSR Attitude – Reduction of Water; PP5 CSR Attitude – Local Suppliers; PP6 CSR Attitude – Recyclable Packaging; PP7 CSR Attitude – Reduction of Plastics; PP8 CSR Attitude – Use of Renewable Resources; PP9 CSR Attitude – Economical Technologies; PP10 CSR Attitude – Support of Communities; PP11 CSR Attitude – Work Safety; PP12 CSR Attitude – Garden Program; PP13 CSR Attitude – Beer Alley; PP15 Promila APP – CSR; PP17 Respect 18 – CSR).

Dichotomy type

Answers: 1 – Yes, 2 –No (PP14 Promila APP; PP16 Respect 18).

Statistical Analysis

The data obtained in the questionnaire survey were later examined by statistical analysis conducted on the sample of 726 Slovak millennials – beer consumers. The first step includes computing the coefficient of reliability Cronbach's alpha, [51] which measures the model's internal consistency. The analysis confirmed a total outcome higher than 0.7 (Cronbach's Alpha = 0.763; Cronbach's Alpha Based on Standardized Items = 0.778), which we considered acceptable for further statistical analysis. Also, the partial outcomes for selected variables – general factors (GF1-GF8) and factors of beer consumption (BF1-BF10) indicate acceptable outcomes for keeping the model without changes since Cronbach's Alpha if Item Deleted for all included variables are above 0.7 limits. The next step includes confirmation of data distribution using the Shapiro Wilk normality test [52]. This test confirmed non-normal distribution for all used variables (general factors (GF1-GF8) and factors of beer consumption (BF1-BF10), since their sig. values were below 0.05 so data significantly deviates from a normal distribution. This result also indicates the use of non-parametric tests in the later examination.

The Durbin–Watson test on autocorrelation [53] was used to indicate autocorrelation between included variables. Procedure computed on variables GF1-GF8 and BF1-BF10 shows outcomes between 1.5 and 2.5; therefore, we can conclude that the data are not auto-correlated.

Regarding indicated non-normal data distribution, the Kruskal-Wallis nonparametric statistical test was used for further analysis. This assesses the differences among samples on a single non-normally distributed variable [54], in this case with an assumption of statistically significant differences between millennials in their attitudes towards CSR activities of the monitored company. In case of two optional sorting questions (GF1, GF2, GF4, GF6, GF8), the Mann–Whitney U test [55] was used as an alternative to Kruskal Wallis. There were two sets of tests: tests using grouping variables GF1-GF8 (Table 2) and tests using BF1-BF10 (Table 3). Tables are displayed in two sets according to the type of variables, allowing us to highlight significant differences in every cohort. Regarding better readability, the summary outcomes of all conducted Kruskal – Wallis and Mann–Whitney U tests were summarized in Table 4. This displays significant differences only and according to their number; it indicates the significance of the selected factor. We used the simple premise that the more significant testing individual factors according to the individual variable that can be found, the more significant factor is. According to this, the outcome of summary significances (Figure 4 and Figure 5) was included in the conclusion of this study. Statistical analysis was conducted using IBM SPSS Statistics Subscription 1.0.0.1447 software.

RESULTS AND DISCUSSION

Nowadays, corporate social responsibility is a widely used managerial tool whose implementation can potentially positively affect customers' attitudes towards the company [56]. It has long been known that corporations are expected to meet societal expectations of contributing to social good to legitimize their existence [57]. When considering social responsibility, the food industry is a specific sector in which current trends of healthy and responsible lifestyles play a significant role in consumer preferences [58], [59], [60]. As an example, we can use an upward tendency in the consumer demand for plant-based analogues [61], the fact that a healthy way of life and environmental knowledge jointly influenced young consumer ecological behaviour [62] or that

health is an important motivation for buying organic food products [63]. In the case of the alcohol industry, CSR activities can support the firm value and decrease risks, even if it is a controversial industry [37],[38], [39], [40]. CSR is an effective tool for building corporate goodwill [64] and connecting the brand with positive emotions. Nagyová, et al. [65] confirmed that emotions are a significant factor 'influencing consumers' decisions and even changing them. This fact creates space for the growth of selected companies and the needed development of Slovak agricultural foreign trade [66]. This study aims to determine the CSR activities of the company Plzenský Prazdroj which can be effectively used in marketing communication toward millennial consumers.

Many types of research study the importance of CSR in the food industry [3], [4], [5]. PP has created various CSR activities and as it is illustrated in Figure 1, 436 of the asked millennials consider raw materials attained from sustainable natural sources as the essential CSR activity. This is followed by the importance of packaging circularity (158), carbon neutrality (75), and reduction of waste production (57).

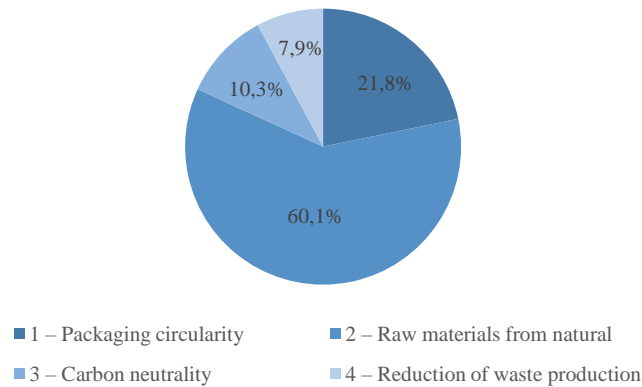


Figure 1 Frequencies PP1 Most important CSR activity of PP in percentages – Multiple choice style question. Note: Source: own processing.

Figure 2 represents the results of the consideration of millennials about how responsible PP is based on distinct aspects. Various research papers deal with targeting millennials and consider this age group as a specific segment [22], [34]. Based on our results, in most of the cases, more than half of the respondents could not judge if PSS is responsible or not, which means that if this company wants to improve its CSR activities, it needs to improve its communication strategy through different communication channels. These aspects were work safety, support of communities, economic technologies, local suppliers, and water reduction. In addition, more millennials answered “I can’t judge” than the other possibilities in the case of beer alley, Garden program, use of renewable resources, reduction of plastics, and recyclable packaging.

On the other hand, most respondents consider PP’s warning of society about underage alcohol consumption as very responsible, and the Promile APP is considered positively since there were 236 answers “very responsible” and 225 “rather responsible”. Most of the aspects were answered positively, except for one CSR activity – the reduction of plastics. The results are: 182 very responsible, 0 rather responsible, 353 I can’t judge, 183 rather irresponsible, and 8 very irresponsible. Donoghue et al. [67] also point out that 6.8% of the used packaging materials by the European breweries were PET bottles in 2010, only 0.7% of them were returnable, and 6.1% were non-returnable, and bottles and cans are packed in plastic foil when delivering and exporting.

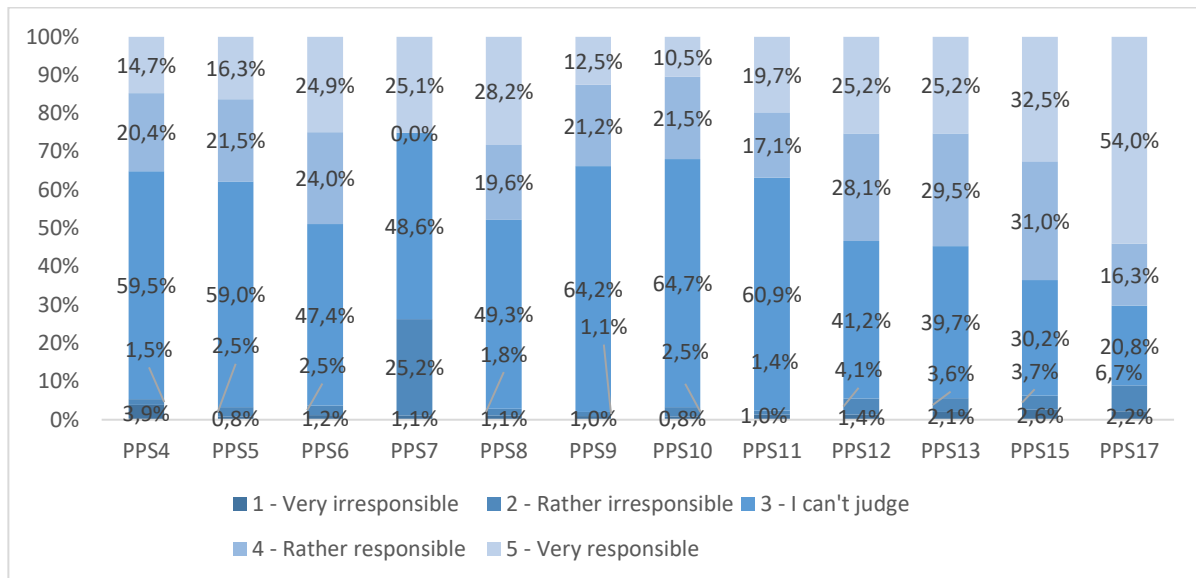


Figure 2 Frequencies PP4-PP13, PP15, PP17. Note: Source: own processing.

Next, in Figure 3 the attitudes of monitored millennials towards the selected CSR activities of PP are illustrated. PP introduced two main campaigns – “Respect 18” and an app “Promile INFO” – as CSR activities related to millennials, their effectiveness must be considered. In the case of the campaign “Respect 18!” only 29.89% of the respondents were familiar with the campaign and 70.11% of the respondents were not. The app “Promile INFO” has also had a negative result, since 25.34% of the monitored millennials were familiar with the app and 74.66% were not. Other beer producers and multinationals also applied such ideas associated with technology and innovation. AB InBev organized one-day social events in Argentina, Brazil, Bolivia, and Portugal to celebrate alcohol responsibility through various CSR activities. Besides the TV and radio campaigns for responsible drinking, stickers with legal age enforcement were distributed in Argentina, and breath analyzers were donated for educational purposes. In Brazil, non-governmental organizations, a company that engaged employees and partners, ran educational activities in economically disadvantaged urban areas [68].

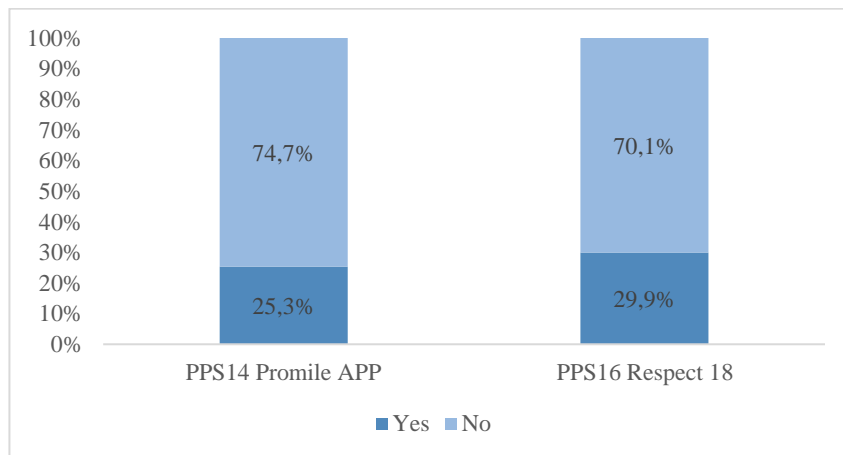


Figure 3 Frequencies PP14 and PP16 – Dichotomy style questions. Note: Source: own processing.

Table 2 shows the results of the verification of statistically significant differences among grouping variables GF1 – GF8, which find more significant differences between the selected general factors and selected CSR activities of PP. In the case of GF1 – Gender, we accept Ha1 for PP2, PP3, PP4, PP5, PP6, PP8, PP9, PP10, PP11, PP12, PP13, PP14, and PP17 and reject the null hypothesis H0. Therefore, we accept H0 for PP1, PP7, PP15, and PP16 and reject the alternative hypothesis. There is a statistically significant difference between gender and the following CSR aspects: the extent of consideration of the environment, the extent of consideration of CSR activities, reduction of water, local suppliers, recyclable packaging, use of renewable resources, economic technologies, support of communities, work safety, Garden program, beer alley, Promile app, Respect 18. For GF2 – Age we accept Ha1 for PP2, PP11, and PP17, reject H0, and for the other CSR activities, reject Ha1 and

accept H0. This means a statistically significant difference between age and extent in consideration of the environment, attitude – work safety and respect 18. For GF3 – Social Status, we accept Ha1 for PP14 – Promile app, reject H0 and for all the other CSR activities, reject Ha1 and accept H0. Therefore, there is a statistically significant difference between social status and Promile app. In the case of GF4 – Monthly Income, we accept Ha1 for PP4 and PP14, reject H0 and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between monthly income and reduction of water and Promile app. For GF5 – Place of Living, we accept Ha1 for PP2 and PP3, reject H0, and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between the place of living, the extent of consideration of the environment, and the extent of consideration of CSR activities. In the case of GF6 – Relationship Status, we accept Ha1 for PP3, PP15, and PP17, reject H0, and for the other CSR activities, accept HO and reject Ha1. There is a statistically significant difference between relationship status and extent of consideration of CSR activities, Promile app, and respect 18. For GF7 – District, we accept H0 for all the observed CSR activities and reject Ha. There is no statistically significant difference between district and CSR activities among Slovak millennials. In the case of the last general factor, GF8 – Origin, we accept Ha1 for PP5, PP13, and PP16, reject H0, and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between origin and CSR attitudes - local suppliers, CSR attitude – beer alley, and Respect 18.

Table 2 Verification of statistically significant differences among grouping variables GF1-GF8.

		PP1	PP 2	PP3	PP4	PP 5	PP 6	PP 7	PP8	PP9	PP 10	PP 11	PP 12	PP 13	PP 14	PP 15	PP 16	PP17
GF 1	KW H	0.87 6	12.54 9	7.48 0	8.99 7	17.42 0	12.71 9	1.507	3.91 4	9.17 7	15.69 0	17.07 1	7.99 3	7.31 5	13.40 6	0.05 5	0.000	13.24 0
	df	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Asym p. Sig.	0.34 9	0.000	0.00 6	0.00 3	0.000	0.000	0.220	0.04 8	0.00 2	0.000	0.000	0.00 5	0.00 7	0.000	0.81 5	0.989	0.000
GF 2	KW H	0.30 0	4.130	2.30 1	1.95 5	2.272	0.268	0.484	0.99 7	0.64 3	0.379	0.003	0.26 4	0.43 7	0.486	2.13 7	1.419	0.027
	df	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Asym p. Sig.	0.58 4	0.042	0.12 9	0.16 2	0.132	0.605	0.486	0.31 8	0.42 3	0.538	0.953	0.60 8	0.50 8	0.486	0.14 4	0.234	0.870
GF 3	KW H	0.25 4	1.592	0.10 5	0.56 6	0.216	2.190	0.501	1.40 1	1.79 3	0.730	1.099	0.40 4	0.21 1	0.031	3.44 5	3.989	0.905
	df	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
	Asym p. Sig.	0.88 1	0.451	0.94 9	0.75 4	0.898	0.334	0.778	0.49 6	0.40 8	0.694	0.577	0.81 7	0.90 0	0.984	0.17 9	0.136	0.636
GF 4	KW H	0.05 5	0.120	0.07 0	0.01 5	1.424	2.674	2.011	0.37 1	1.89 2	1.256	3.249	0.69 7	0.55 7	0.021	0.05 2	3.449	0.287
	df	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Asym p. Sig.	0.81 4	0.729	0.79 1	0.90 2	0.233	0.102	0.156	0.54 3	0.16 9	0.262	0.071	0.40 4	0.45 6	0.885	0.82 0	0.063	0.592
GF 5	KW H	1.75 1	9.642	6.92 6	1.89 8	1.792	1.404	2.313	0.31 4	0.23 5	1.850	0.181	1.68 4	4.83 3	1.258	5.21 2	2.030	0.446
	df	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
	Asym p. Sig.	0.41 7	0.008	0.03 1	0.38 7	0.408	0.496	0.315	0.85 5	0.88 9	0.396	0.914	0.43 1	0.08 9	0.533	0.07 4	0.362	0.800
GF 6	KW H	0.47 8	0.068	0.03 9	0.17 2	0.850	0.327	0.405	0.31 7	0.52 7	0.567	0.088	0.47 1	0.59 6	0.496	0.04 7	0.575	4.108
	df	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Asym p. Sig.	0.48 9	0.794	0.84 3	0.67 8	0.356	0.567	0.525	0.57 3	0.46 8	0.452	0.767	0.49 3	0.44 0	0.481	0.82 8	0.448	0.043
GF 7	KW H	3.90 8	6.988	4.76 0	0.58 8	9.336	9.147	12.16 4	9.83 5	8.54 1	8.400	11.55 3	4.56 6	8.79 4	6.472	5.54 7	10.32 1	4.409
	df	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
	Asym p. Sig.	0.68 9	0.322	0.57 5	0.99 7	0.156	0.166	0.058	0.13 2		0.210	0.073	0.60 1	0.18 6	0.372	0.47 6	0.112	0.622
GF 8	KW H	0.47 3	0.079	0.78 8	3.51 6	3.956	3.381	2.924	3.57 0	3.04 0	1.301	1.786	0.69 4	0.00 1	0.364	2.66 5	4.781	0.180
	df	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Asym p. Sig.	0.49 2	0.779	0.37 5	0.06 1	0.047	0.066	0.087	0.05 9	0.08 1	0.254	0.181	0.40 5	0.97 0	0.547	0.10 3	0.029	0.671

Note: bolded numbers represent the statistically significant difference. Source: own calculations.

Table 3 Verification of statistically significant differences among grouping variables BF1-BF10.

		PP 1	PP2	PP 3	PP4	PP 5	PP6	PP 7	PP 8	PP 9	PP 10	PP 11	PP 12	PP 13	PP 14	PP 15	PP 16	PP 17
BF 1	KW H	10.04	3.30	1.913	0.99	5.914	4.16	4.915	7.200	5.742	3.22	3.85	4.081	14.42	7.186	5.41	0.74	4.867
	df	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Asym p. Sig.	0.040	0.50	0.752	0.91	0.206	0.38	0.296	0.126	0.219	0.52	0.42	0.395	0.006	0.126	0.24	0.94	0.301
BF 2	KW H	10.81	7.62	14.34	1.74	3.839	4.75	1.296	2.016	0.626	3.03	1.99	12.44	10.05	9.253	2.29	6.57	7.862
	df	9	0	7	6	1	2	1	1	1	7	3	9	1	1	2	8	8
	Asym p. Sig.	0.029	0.10	0.006	0.78	0.428	0.31	0.862	0.733	0.960	0.55	0.73	0.014	0.040	0.055	0.68	0.16	0.097
BF 3	KW H	6.144	1.41	5.014	5.56	9.244	4.45	2.070	3.082	4.710	5.77	6.16	7.287	3.688	6.634	7.49	4.64	6.063
	df	2	2	2	1	1	6	1	1	1	3	5	1	1	1	2	2	2
	Asym p. Sig.	0.189	0.84	0.286	0.23	0.055	0.34	0.723	0.544	0.318	0.21	0.18	0.121	0.450	0.157	0.11	0.32	0.195
BF 4	KW H	9.033	0.77	9.207	2.69	4.173	2.27	7.029	3.142	3.667	4.03	4.70	1.872	0.367	4.784	1.16	0.79	4.212
	df	5	2	9	9	7	7	7	7	7	9	0	1	1	4	4	1	1
	Asym p. Sig.	0.029	0.85	0.027	0.44	0.243	0.51	0.071	0.370	0.300	0.25	0.19	0.599	0.947	0.188	0.76	0.85	0.239
BF 5	KW H	0.913	2.42	3.594	0.48	10.10	9.91	5.159	0.042	2.395	2.87	6.83	0.384	3.253	0.074	3.03	4.85	2.155
	df	0	0	6	6	9	1	1	1	1	4	0	1	1	1	6	6	6
	Asym p. Sig.	0.339	0.12	0.058	0.48	0.001	0.00	0.023	0.838	0.122	0.09	0.00	0.535	0.071	0.786	0.08	0.02	0.142
BF 6	KW H	4.640	3.21	4.415	5.31	7.367	4.05	6.832	11.55	12.66	4.69	7.16	4.262	7.395	1.500	1.09	4.91	5.977
	df	8	8	8	8	1	1	1	9	3	0	4	2	2	0	0	3	3
	Asym p. Sig.	0.098	0.20	0.110	0.07	0.025	0.13	0.033	0.003	0.002	0.09	0.02	0.119	0.025	0.472	0.58	0.08	0.050
BF 7	KW H	1.766	5.38	4.139	0.30	4.646	9.80	5.615	2.742	1.221	2.61	3.29	1.031	7.253	0.058	0.11	8.91	9.242
	df	5	1	1	2	1	5	1	1	1	1	1	1	1	1	4	1	1
	Asym p. Sig.	0.184	0.02	0.042	0.58	0.031	0.00	0.018	0.098	0.269	0.10	0.07	0.310	0.007	0.809	0.73	0.00	0.002
BF 8	KW H	4.165	4.42	12.04	8.16	2.379	2.42	8.244	3.045	4.080	1.74	2.83	10.82	16.09	29.47	0.39	7.45	7.143
	df	8	8	8	7	8	8	1	1	1	2	5	0	0	0	4	5	1
	Asym p. Sig.	0.384	0.35	0.017	0.08	0.666	0.65	0.083	0.550	0.395	0.78	0.58	0.029	0.003	0.000	0.98	0.11	0.129
BF 9	KW H	3.752	3.05	10.60	0.39	2.461	0.45	15.91	2.664	3.953	6.80	2.87	5.105	2.022	9.272	7.79	3.20	17.56
	df	8	1	1	0	1	8	8	1	1	0	2	1	1	1	1	1	8
	Asym p. Sig.	0.290	0.38	0.014	0.94	0.482	0.92	0.001	0.446	0.267	0.07	0.41	0.164	0.568	0.026	0.05	0.36	0.001
BF 10	KW H	0.067	1.17	0.424	0.55	0.661	2.05	12.77	0.107	0.288	0.55	0.14	1.192	0.951	0.067	0.19	0.68	0.121
	df	1	1	1	6	1	5	6	1	1	7	8	1	1	1	0	5	1
	Asym p. Sig.	0.796	0.27	0.515	0.45	0.416	0.15	0.000	0.743	0.592	0.45	0.70	0.275	0.330	0.796	0.66	0.40	0.728

Note: bolded numbers represent the statistically significant difference. Source: own calculations.

In Table 3, the verification results of statistically significant differences among grouping variables BF1 – BF10 are presented with more significant differences between the selected beer factors and CSR activities of PP. For BF1 – Beer Likeness, we accept Ha1 for PP1 and PP13 and reject H0, and for the other CSR activities, we accept H0 and reject Ha1. There is a statistically significant difference between beer likeness and the most important CSR activity and CSR attitude – beer alley. For BF2 – Beer Frequency, we accept Ha1 for PP1, PP3, PP12, and PP13, reject H0, and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between beer frequency and most important, CSR activity, the extent of consideration of CSR activities, CSR attitude – Garden program, and CSR attitude – beer alley. In the case of BF3 – Place of Drinking, we accept H0 and reject Ha1 for all the observed CSR activities of PP by millennials in Slovakia. Therefore, there is no statistically significant difference between beer factors and CSR activities. For BF4 – Beer Preferences we accept Ha1 for PP1 and PP3, reject H0, and for the other CSR activities, accept H0 and reject Ha1. That means a statistically significant difference between beer preferences and, most importantly, CSR activity and the extent of consideration of CSR activities. For BF5 – Dispose of Cans, we accept Ha1 for PP5, PP6, PP7, PP8, PP11, and PP16, reject H0, and for all the other observed factors, accept H0 and reject Ha1. Therefore, there is a statistically

significant difference between disposing of cans and the following CSR activities: CSR attitude – toward local suppliers, CSR attitude – toward recyclable packaging, CSR attitude – toward reduction of plastics, CSR attitude – toward the use of renewable resources, CSR attitude – work safety and Respect 18. In the case of BF6 – Dispose of Glass Bottles we accept Ha1 for PP5, PP7, PP8, PP9, PP11, and PP13, reject H0, and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between disposing of glass bottles and the CSR attitude – toward local suppliers, CSR attitude – reduction of plastics, CSR attitude – use of renewable resources, CSR attitude - toward economic technologies, CSR attitude – toward work safety, and CSR attitude – beer alley. For BF7 – Dispose of Plastic Bottles, we accept Ha1 for PP2, PP3, PP5, PP6, PP7, PP13, PP16, and PP17, reject H0, and for the other factors, accept H0 and reject Ha1. That means that there is a statistically significant difference between the disposal of plastic bottles and the following: the extent of consideration of the environment, the extent of consideration of CSR activities, CSR attitude – toward local suppliers, CSR attitude – toward recyclable packaging, CSR attitude – reduction of plastics, CSR attitude – beer alley, respect 18 and respect 18 – CSR. Next, for BF8 – Amount Single Occasion, we accept Ha1 for PP3, PP12, PP13, and PP14, reject H0, and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between amount single occasions and the following CSR activities: extent consideration of CSR activities, CSR attitude – Garden program, CSR attitude – beer alley, and Promile app. For BF9 – End Up Single Occasion, we accept Ha1 for PP3, PP7, PP14, and PP17 reject H0, and for the other factors, accept H0 and reject Ha1. There is a statistically significant difference between ending up on a single occasion and the extent consideration of CSR activities, CSR attitude – reduction of plastics, Promile app and Respect 18 – CSR. For the last beer factor, BF10 – Increased Beer Expenses – COVID-19, we accept Ha1 for PP7, reject H0, and for the other CSR activities, accept H0 and reject Ha1. There is a statistically significant difference between Increased Beer Expenses – COVID-19 and CSR attitude – reduction of plastics.

Table 4 Kruskal – Wallis test: summary outcomes.

	GF1	GF2	GF3	GF4	GF5	GF6	GF7	GF8	BF1	BF2	BF3	BF4	BF5	BF6	BF7	BF8	BF9	BF10	TOTAL
PP1									X	X		X							3
PP2	X	X			X										X				4
PP3	X				X					X		X			X	X	X		7
PP4	X																		1
PP5	X							X					X	X	X				5
PP6	X												X		X				3
PP7													X	X	X		X	X	5
PP8	X													X					2
PP9	X													X					2
PP10	X																		1
PP11	X												X	X					3
PP12	X									X						X			3
PP13	X								X	X				X	X	X			6
PP14	X															X	X		3
PP15																			0
PP16								X					X		X				3
PP17	X					X									X		X		4
TOTAL	13	1	0	0	2	1	0	2	2	4	0	2	5	6	8	4	4	1	55

Note: Source: own calculations.

Table 4 presents the results of the Kruskal – Wallis summary outcomes. Statistically significant differences between attitudes of monitored millennials towards selected CSR activities of PP (PP1 – PP17) and characteristics of the research sample1 – GF8), drinking habits of monitored millennials through the set of beer factors (BF1 – BF10) were analyzed. There are statistically significant differences between the CSR activities and observed variables in all cases, except for PP15 Promile APP – CSR. The highest number of statistically significant differences are confirmed in the case of PP3 (7), PP13 (6), PP5 (5), and PP7 (5). From the other point of view,

there is no statistically significant difference in the case of GF3, GF4, GF7, and BF3. The highest number of statistically significant differences are in the case of GF1 (13), BF7(8), and BF6 (6).

The study was conducted as an online questionnaire distributed by social media. This form was used not just regarding the relative easiness of obtaining data but also because of limitations connected with the COVID-19 pandemic [11]. Still, the form of data obtained can affect the characteristics of analyzed samples. We believe that study aimed at millennials is minimally affected by this phenomenon because this category is characterized by an elevated level of computer literacy [69], high involvement in online studies [70], and overall high use of social media [71], [72].

Based on the study results, it is easier to understand what the preferences of this age group are, and the results should be considered when deciding on a further marketing communication strategy. Since PP has created more types of CSR activities, their effectiveness needs to be considered and analyzed from various aspects. Based on our research, the majority of the millennial respondents selected raw materials attained from sustainable natural sources (436) as the most important ones, followed by the importance of packaging circularity (158), carbon neutrality (75), and reduction of waste production (57). The next part of the study dealt with the degree of responsibility of PP from several types of CSR activities. In most of the cases, more than half of the respondents could not tell if PSS is responsible or not, which means that the communication strategy of PP is not sufficient enough, and communication towards millennial consumers should be made accurate. These activities were work safety, support of communities, economic technologies, local suppliers, and water reduction. In addition, more millennials answered “I can’t judge” than the other possibilities for beer alley, Garden program, use of renewable resources, reduction of plastics, and recyclable packaging, which also supports the idea that communication should be reconsidered.

On the other hand, most respondents considered the warning about underage alcohol consumption very responsible, and the Promile APP was ranked positively. Most of the factors were answered positively, except for one CSR activity – reduction of plastics. The following part of the study presented the attitudes of monitored millennials towards the selected CSR activities of PP. Next, the effectiveness of two campaigns related to CSR - “Respect 18” and the app “Promile INFO” – were analyzed. In the case of the campaign “Respect 18!” the majority of the respondents were not familiar with the campaign, and it was the same with the app “Promile INFO”, which also had a negative result. In addition, statistically significant differences between attitudes of monitored millennials towards PP (PP1 – PP17) selected CSR activities and characteristics of the research sample based on the Kruskal – Wallis test. As illustrated in Figure 4, the highest degree of statistically significant differences is confirmed in the case of extent consideration of CSR activities (7), CSR attitude – beer alley (6), CSR attitude – local suppliers (5), and CSR attitude – reduction of plastics (5). Therefore, these CSR activities should be improved based on the factors with statically significant differences provided in this study.

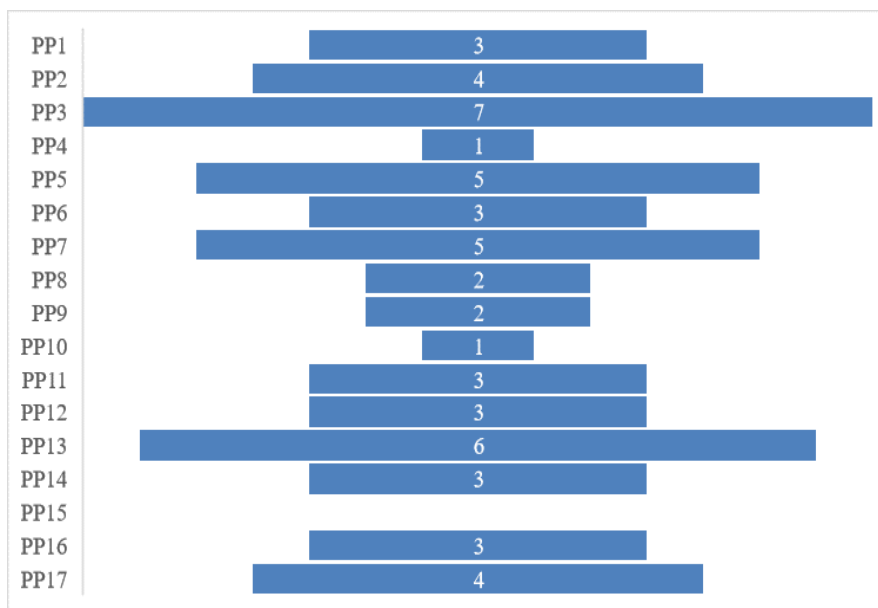


Figure 4 Statistical significances – variables PP1-PP17. Note: Source: own processing.

General and beer factors also need to be analyzed when considering the statistically significant differences. As provided in Figure 5, there is no statistically significant difference in the case of social status, monthly income,

district, and place of drinking. On the other hand, the highest number of statistically significant differences are in the case of gender (13), disposal of plastic bottles (8) and disposal of glass bottles (6).

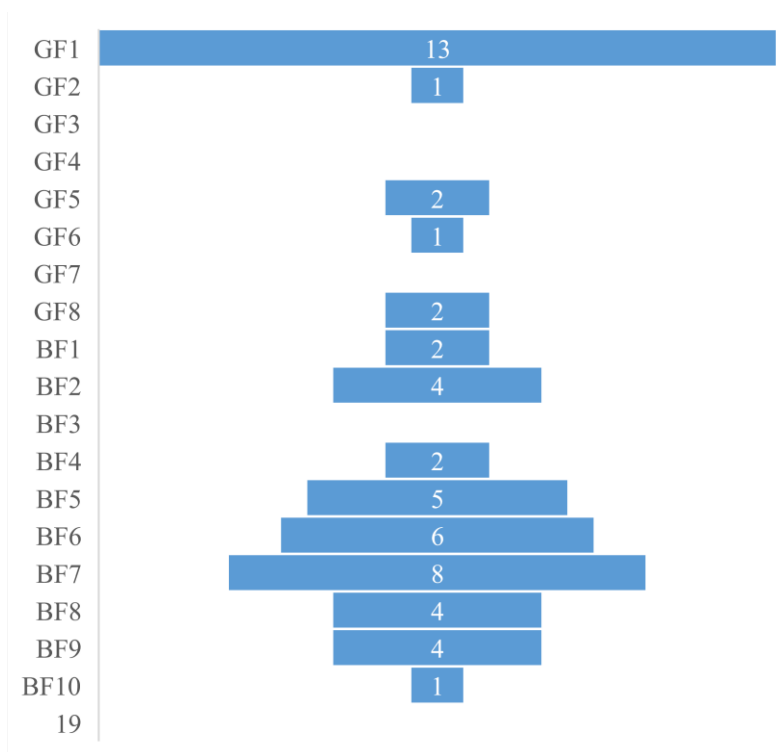


Figure 5 Statistical significances – factors GF1-8; BF1-10. Note: Source: own processing.

Based on the results, there are a few recommendations that should be considered by PP and can be beneficial for other brewing companies when creating marketing communication and CSR strategy, as well. Therefore, we recommend considering and applying the following steps to marketing strategy: diversification in the form of enlarging of product portfolio and/or even business activities of brewers would be beneficial and could stabilize their incomes during a difficult period such as an ongoing pandemic or war conflict nearby; diversification of non-alcoholic beer products can improve the image of PP since various research papers studied the rising popularity of such non-alcoholic beverages [46], [73]. Beer producers need to promote responsible drinking and discourage underage alcohol consumption, a hot topic in different papers [35], [43]. As a very perspective activity, we can see beer tourism [74] and effectively connect with the company's social responsibility. Younger generations, including millennials, are reacting positively to technological innovations accessible through their smart devices and, therefore, can be applied as a communication channel that strengthens the perception of CSR activities. According to several research papers, interactive technologies such as smartphones are an effective way of CSR communication [75], [76].

On the other hand, our results show a statistically significant difference between the CSR attitude and the “older” and “younger” respondents among millennials. Therefore, we recommend dividing the age group of millennials into two categories: “younger millennials” and “older millennials”. Younger millennials have a close relation to digital technologies just like generation Z, therefore, we suppose that their consumer behavior is similar, too. Secondly, older millennials are close to generation X and can have similar consumer behavior. Further research would evaluate different results based on these two categories. Also, targeting would be more specific and understandable in the case of PP and other beer businesses. We also recommend including “younger millennials” when researching generation Z and “older millennials” when researching generation X. This could create more realistic research and results. Our further general contributions to theory and practice recommend active engagement on social media sites such as Facebook, Instagram, LinkedIn and more; engagement in humanitarian activities; Besides the online appearance, it is still very important to be present at festivals and other events since the generation of millennials being physically active and like to socialize. The PP Promile app should be upgraded and communicated through communication channels that are the most accessible to younger generations, such as social media sites and other digital marketing tools. Our results suggest circularity and waste management should be considered when improving the existing marketing communication strategy relating to CSR activities. Millennials are sensitive to the negative impacts of climate change and massive waste production; therefore, strict but realistic strategic goals should be set. The CSR activities are all about trust and responsibility, therefore, we

highly recommend PP and other beer producers be serious when publishing their CSR strategy. When millennials see that the CSR goals were met, the particular company earns the consumers' trust, strengthens its brand identity, and increases its sales.

For further research, we recommend enlarging the sample size and conducting similar research on beer consumers of various age groups to find significant differences between various age groups. Also, we can see a possibility of finding differences between various groups based on their gender, income level, occupation, or other characteristics. Furthermore, there is a possibility to continue and build broader research based on this one methodically. Variables, as well as factors, can be enlarged into a broader data matrix. Finally, the post hoc test can further evaluate significant differences and selected differences can be identified and described.

The conducted study opens space for diverse benefits. First, this study sets the methodical and data basis for further research. Second, there is a possibility of using obtained results in the business practice of various entities since our outcomes suggest beneficial results for any responsible-oriented marketing activity aimed at the millennial cohort. Third, there is a value for policymakers responsible for the official incorporation of corporate social responsibility into business practice across EU member states. Fourth, results will be used in the academic sphere and teaching at SUA – Department of Economics and Management, which is involved in the project VEGA-1/0525/2.

CONCLUSION

Consumer attitude of millennials as beer consumers through social responsibility was the paper's main focus. The research aimed at the brewing company, Plzeňský Prazdroj (PP), which created an ambitious strategy related to the environment, waste management, underage alcohol drinking, and other CSR aspects. The study was conducted as an online questionnaire on a sample of 726 Czech and Slovak millennials, only 18+ individuals. Questionnaires consisted of three parts: classification questions, questions regarding consumption habits of beer and questions about the attitudes of respondents towards specific CSR activities of PP. Based on the statistical analysis results, we came up with a few suggestions, such as product portfolio enlargement, diversification of non-alcoholic beer products, strengthening environment-related CSR activities, promotion of responsible drinking and app creation. To target more effectively, we proposed dividing the age group of millennials into two categories: “younger millennials” and “older millennials”, since the consumer behaviour of these two groups could be slightly different. Considering the outcomes of the paper could be beneficial for marketing strategy and CSR strategy creation not only in the case of PP but also in the case of other beer producers.

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