



# Marketing Mix Factors that Influence the Brand Loyalty of Zebra Craft Beer

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**Abstract.** This study explores the market mix factors that affect the brand loyalty of Zebra Craft Beer. Using the method of quantitative survey, a total of 433 participants, and the study revealed the key market factors affecting brand loyalty. The analysis emphasizes the central role of product-related factors and strategic pricing in shaping brand loyalty. In addition, the study emphasizes the important impact of the effectiveness of sales channels and successful promotional activities on consumer loyalty, highlighting their interrelated effects. These help Zebra Craft Beer to fully consider these factors and their interactions and formulate complex and diverse market strategies. This research is not only of practical significance to Zebra Craft Beer, but also provides valuable insights for the broader craft beer industry and a feasible strategy to enhance brand loyalty in a competitive market environment.

**Keywords:** marketing strategy, marketing factors, brand loyalty

## 1 Introduction

With the establishment of the first brewery in 1900, beer became the main alcoholic beverage on the Chinese table. At present, China's beer consumption market accounts for a quarter of global beer consumption and is the world's largest beer consumer. However, with the development of the beer market, traditional industrial beer can no longer meet the needs of Chinese consumers.<sup>[1]</sup>China's beer consumption market has gradually been saturated. With the slowdown of the traditional beer market, the fast-growing craft beer has brought new market opportunities to the market. For Chinese beer companies, craft beer is an opportunity and a challenge. Whoever can seize this opportunity can take the lead in the future market competition.<sup>[2]</sup>In 2015, there were only 74 craft beer companies in China, and now it has grown to more than 5,000. Against the backdrop of the rapid development of China's craft beer industry, Zebra craft beer faces huge challenges in the fiercely competitive craft beer market. Increased focus on customers will focus on the profits of service providers and the potential development of future revenue sources. Therefore, customer loyalty is given priority as the main goal of the organization and its marketing.<sup>[3]</sup> This article discuss

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es the market combination factors that affect the brand loyalty of Zebra craft beer. It aims to help Zebra Craft Brewers develop effective marketing strategies to promote sales and improve brand loyalty. The challenges faced by Zebra craft beer, like those faced by other companies, make this article a valuable reference for the broader beer industry.

## 2 Literature Review

**Product:** Research by Yang Xianzhe<sup>[4]</sup> and others pointed out that craft beer is still a niche product, and the market is not yet saturated. The proportion of male consumers buying craft beer is significantly higher than that of women, and the consumption level is positively correlated with purchasing behavior. Consumers' dependence on craft beer is related to their preference for product price and size, but not to their preference for product packaging.

**Price:** Li Jianying<sup>[5]</sup> research put forward the concept of establishing a "benchmark brand" in the fast-moving consumer goods industry to integrate fast-consumption brand resources and reduce excessive competitive pressure. This strategy helps to improve the brand's long-term market competitiveness. He also emphasized the establishment of brand families in the fast-moving consumer goods industry to establish complementary relationships between brand members and make full use of existing brand resources to expand market influence.

**Place:** The research of Wang Lili and Liu Shiyong<sup>[1]</sup> pointed out that the current craft beer market has problems of low popularity, lack of standards, uneven product quality, and the market is very chaotic. The formulation of national standards has played a positive role in regulating the craft beer market. At the same time, it has also prompted small craft beer manufacturers to apply for production licenses and promoted the healthy development of the industry.

**Promotion:** Li Wei<sup>[6]</sup> literature emphasizes the key role of promotion strategies in the enterprise's sales portfolio. Promotion is a way for enterprises to increase sales through different forms. Promotion strategy is an indispensable part of marketing, which can effectively increase the sales volume and market share of products. through promotions, enterprises can convey information about products, attract the interest of consumers, and establish a positive brand image, to increase sales.

**Brand Loyalty:** The research of Tinik Sugiarti et. al.<sup>[7]</sup> pointed out that to get consumers who have loyalty to the products produced, of course, must be supported by marketing strategies and good product quality, especially those needed and can provide satisfaction to consumers.

## 3 Research Methodology

### 3.1 The Population and the Sample

According to the "Seventh National Census Bulletin" released by the China Bureau of Statistics, my country's population is 1,411.78 million, including 850 million people

aged 18-59. According to the Krejcie and Morgan table, if the number of samples exceeds 1 million, the number of randomly selected samples needs to exceed 384. For the sample of this study, 452 questionnaires were distributed, and 433 valid questionnaires were recovered.

### 3.2 Research Instruments

The study "Marketing Mix factors that influence the Brand Loyalty of Zebra Craft Beer" is a quantitative study. Quantitative Research Data Collection Tool: Questionnaire

This article designed a consumer questionnaire "Marketing Mix factors that influence the Brand Loyalty of Zebra Craft Beer" to conduct a questionnaire survey on Chinese craft beer consumers and potential consumers to understand the market demand of consumers and the current situation of Zebra Craft Beer Company. Carry out statistical analysis to provide data support for the writing of the paper. The steps to create a questionnaire are as follows: Design the questionnaire structure by collecting materials, books, articles, and newspapers. Identify the problem and scope of the problem, align it with the objectives and the benefits of conducting the research by constructing a questionnaire.

Determination of reliability by using the questionnaire that has been verified by the advisory committee. and experts with expertise have revised and tested (try out) with 30 test recipients of the questionnaire that have similar characteristics to the sample group to be studied before using it with the sample group. to analyze sentiment (reliability) using the Alpha coefficient method of Cronbach (1990). If the reliability coefficient is greater than 0.8 (Kanlaya Wanichbancha, 2008), which indicates that the questionnaire is reliable and can be used in the study. From the data analysis results, the results are summarized in Table 1:

**Table 1.** Credibility Analysis

Variable Items	Sample size	N of Items	Cronbach' $\alpha$
Products of Zebra Craft Beer Company	433	4	.958
Zebra Craft Beer Company Prices	433	4	.959
Zebra Craft Beer Company Place	433	4	.939
Promotions from Zebra Craft Beer Company	433	4	.945
Zebra Craft Beer Brand Loyalty	433	1	.956

### 3.3 Data Collection

After obtaining the sample size, the researcher began collecting data and distributing questionnaires. The sample data for the questionnaire distribution was 433, and the researcher adopted the method of distributing the questionnaire online. The data collection process can be summarized as follows:

Check the questionnaire to check the completeness of the questionnaire frame and count the people as planned. If incomplete, further information will be collected to complete it. Obtain the questionnaire and convert it into preliminary statistical values.

Analyze the obtained data through statistical methods.

### 3.4 Statistics for Data Analysis

After the questionnaires were returned, the researchers checked all questionnaires for accuracy and completeness and performed statistical analysis of the data using readily available procedures. To interpret the meaning of all the data obtained and present the results, this study uses content analysis, descriptive statistical analysis, and inferential statistical analysis methods to analyze the "Marketing factors that influence the brand loyalty of Zebra Craft Beer Company" questionnaire.

The researcher used statistics to analyze the data according to the research objectives as follows:

To study the market mix factors that affect the brand loyalty of Zebra Craft Beer, the data used in statistical analysis are gender, age, education, and occupation as descriptive statistics. After determining the baseline statistics of the respondents, use the arithmetic mean (mean) and standard deviation (-SD) to conduct a current survey of Zebra Craft Beer Company's products, prices, places, and promotions and propose optimization plans.

To study the market mix factors affecting Zebra Craft Beer brand loyalty, the statistics used to analyze the data are 433 samples.

## 4 Results of Analysis

### 4.1 Results of the General Information Survey of the Respondents

General information of the respondents consisted of sex, age, education level, occupation, and status, presented as frequency and percentage of the sample, details shown in Table 2 as follows:

**Table 2.** Shows General Information.

Variables		Frequency	Percentage
Sex	Male	246	56.81
	Female	187	43.19
	Total	433	100.0
Age	Under 20 Years.	178	41.11
	21-30 Years.	170	39.26
	31-40 Years.	69	15.94
	41-50 Years.	7	1.62
	Higher 50 Years.	9	2.08
	Total	433	100.0
Education Level	High School Degree	57	13.16

Variables	Frequency	Percentage	
	College Degree	150	34.64
	Bachelor's Degree	190	43.88
	Master's Degree	19	4.39
	Master's Degree or Above	17	3.93
	Total	433	100.0
Occupation	Government Personnel	17	3.93
	Enterprise/Institution Personnel	53	12.24
	Students	239	55.2
	Freelancer	53	12.24
	Others	71	16.4
	Total	433	100.0

#### 4.2 Survey Results: Products of Zebra Craft Beer Company

**Table 3.** Product, Price, Place, Promotion on Brand Loyalty Impact of Regression Coefficient Analysis Results.

Model Zebra Craft Beer Brand Loyalty	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Product	.088	.063	.085	1.404	.161
Price	.408	.068	.382	6.010	.000
Place	.064	.066	.061	.973	.331
Promotion	.414	.062	.395	6.712	.000

$R^2 = .042$ , \* $P < .05$

From the Table 3 independent variables Zebra Craft Beer Company Price and Zebra Craft Beer Company Promotion Sig = 0.000, and Zebra Craft Beer Company Place Sig = 0.331, Zebra Craft Beer Company Product Sig = 0.161. The Sig values of Price and Promotion are both less than 0.05, which is statistically significant. The Sig values of Place and Product are both greater than 0.05, which is not statistically significant. In summary, it is found that:

Zebra Craft Beer Company's products have no significant positive impact on Zebra Craft Beer brand loyalty (B=.088,  $p=.161 > 0.05$ ). Observed Zebra Craft Beer Company Price has a significant positive impact on Zebra Craft Beer Brand Loyalty (B=.408,  $p=.000 < 0.05$ ). Zebra Craft Beer Company place has no significant positive impact on Zebra Craft Beer Brand Loyalty (B=.064,  $p=.331 > 0.05$ ). It was observed that Zebra Craft Beer Company's promotional activities have a significant positive impact on Zebra Craft Beer brand loyalty (B=.414,  $p=.000 < 0.05$ ). Zebra Craft Beer Company's Products, Zebra Craft Beer Company's Price, Zebra Craft Beer Company's Place, Zebra Craft Beer Company's Promotional Activities Value Level B = .042.

## 5 Conclusion

This study found that price and promotion among market mix factors have a positive and significant impact on Zebra Craft Beer Company's brand loyalty. Among the market combination factors, product and place have no significant impact on Zebra craft beer. Zebra Craft Beer Company should pay close attention to changes in market demand and flexibly adjust its product mix to meet the needs of consumers from different classes. Targeting specific market segments, customized products and marketing strategies may be more effective. Zebra Craft Beer Company needs to continuously improve product quality, brand recognition and customer loyalty to stand out from the competition. Enterprises should continuously optimize marketing, price positioning and distribution channels to ensure optimal market coverage and brand exposure.

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