



# The influence of emotions produced in the purchase of craft beer by tourists in Mexico

## *La influencia de las emociones producidas en la compra de cerveza artesanal de turistas en México*

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### Abstract

Breweries are using beer tourism to sell directly to consumers and develop brand value. The aim of this study is to determine the positive and negative emotions produced by craft beer and its influence on the purchase intention of beer tourists. This article applies structural equation models to a sample of 600 beer tourists to explain the influence of emotions generated by the consumption of this type of beer on purchase intention. The results shed light on the positive emotions produced by visiting a brewery, receiving news about these products, and their influence on purchase intention. Likewise, the female gender showed a higher intention to purchase this type of beer. In this sense, the research is relevant as it provides important information for the marketing and marketing decisions of beer producers, as well as for specialists, academics, and other entrepreneurs in the tourist destination.

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*Keywords:* emotions; beer tourism; purchase intent; craft beer

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## Resumen

Las cervecerías están utilizando el cerveturismo para vender directamente a los consumidores y desarrollar valor de marca. El objetivo de este estudio es determinar las emociones positivas y negativas, que produce la cerveza la artesanal y su influencia en la intención de compra de los cerveturistas. Este artículo aplica modelos de ecuaciones estructurales a una muestra de 600 cerveturistas para explicar la influencia de las emociones generadas por el consumo de este tipo de cerveza en la intención de compra. Los resultados arrojan luz sobre las emociones positivas que producen la visita a una cervecería, la recepción de noticia sobre estos productos y su influencia, la intención de compra. Así mismo el sexo femenino resultó con mayores intenciones de compra de este tipo de cerveza. En este sentido, la investigación es relevante, ya que brinda información importante para las decisiones de comercialización y marketing de los productores de cerveza, así como para especialistas, académicos y otros emprendedores del destino turístico.

*Código JEL:* E21, L38, L66

*Palabras clave:* emociones; cerveturismo; intención de compra; cerveza artesanal

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## Introduction

Tourism and beer belong to two different economic sectors that have converged in beer tourism. This industry contributes to the socioeconomic development of the world's brewing regions, generating employment sources and being a tourist attraction (Smith & Asirvatham, 2022; Tham et al., 2023). The growth of the brewing industry in the world has emerged as a response to the lack of beer diversity offered in the broad international market and the increase in consumer demand for beer product differentiation.

Although there are no specific data on the number of tourists visiting brewing areas, particularly those looking for craft beer, it is known that there are brewing regions by tradition, such as Germany, Australia, the United States, China, Belgium, and Mexico, where very good quality craft beer is being produced. Mexico produces around 94.5 million hectoliters, and approximately 70 liters of beer are consumed per person yearly. This generates more than 700 thousand indirect jobs and 55 thousand direct jobs (Granados et al., 2017; Patterson et al., 2022).

Breweries see these visits as a way to create brand equity and sell their beer directly to consumers (Chirakranont & Sakdiyakorn, 2022; López & Moral, 2023). The beer tourism experience is important for generating a high positive emotional attachment to a brewery, its brand, and its beer (Cappellano et al., 2023). In 2019, beer tourism in the United States generated more than USD 75 billion and more than 500 000 tourism jobs annually (Reid & Nilsson, 2023).

To understand how emotions shape consumption decisions, it is necessary to consider the effects of three types of emotions (Cassago et al., 2023; Pelegrin et al., 2019; Santos et al., 2022; Thi Thanh Nguyen et al., 2023): emotions produced by the product on purchase intention (e.g., craft beer), emotions

produced by the surroundings on purchase intention (e.g., visit to the brewery), and induced emotions not directly related to the product being offered (e.g., news).

Although it has been recognized that emotion influences the purchase decision process of tourists, no research has linked these three types of emotions to purchase intention in tourists visiting a brewery.

Taking as a reference the craft beer available for purchase in a brewery, this study aims to determine the positive and negative emotions produced by craft beer and its influence on the purchase intention of beer tourists.

Specifically, one of the main contributions of this work is to provide evidence that the visit to a brewery, the news, and the craft beer itself generate emotions in consumers that affect purchase intention. This has a potential impact not only in traditionally brewing regions but also in emerging regions, as it enhances the brand equity of the destination and the tourism experience in those regions (Baker et al., 2022).

The findings of this article provide important information applicable to the decision-making process in marketing and commercialization, whether by specialists, academics, or entrepreneurs of the tourist destination or particularly by breweries. Despite the existing advances, there is little research on the purchase decision oriented to the visit of production sites, supply, and purchase intent, highlighting the broad value of the topic, which can be extended to the study of other regional products in the beverage and food industry.

## **Review of the literature**

Rakib et al. (2022) propose a consumer action theory model. Under this model, the consumer undergoes a rational process—conscious or unconscious—based on perceived stimuli and mentally evaluating the expected outcomes. These outcomes are experienced as anticipatory emotions—positive or negative—conditioning desire, which occurs at a later stage, where reasoning, emotional, and social processes are integrated and transformed into a decision to act or not. Finally, additional affective and reasoning processes are carried out, starting in a stage called “trying to consume,” in which knowledge is explored and exploited, and decisions are implemented, which drive the entrepreneurial responses to achieve the desired goal (Cruz, 2023).

In the context of food, Baker et al. (2022) highlight the influence of psychological factors on consumers’ food choice processes, and Chen and Antonelli (2020) examine the influence of affective aspects on food choice. Several studies have demonstrated the existence of a direct relation between emotions and consumer evaluations (Biswas et al., 2019; Enriquez & Archilla-Godinez, 2022; Tuorila &

Hartmann, 2020). This relation has also been found in the context of beer (Rivaroli et al., 2022; Rodrigues et al., 2022). To determine the influence of emotions on the stage of “trying to consume” with beer, the present research considers two types of emotions: positive and negative.

### *Influence of the emotions generated by the product (craft beer) on purchase intention*

Products create a mental image in people, generated by emotions. This image, in turn, shapes their evaluation of the product (Bogicevic et al., 2019; Loureiro et al., 2023; Marks, 2023; Zheng et al., 2022). Generally, objects or events that produce a pleasant emotion are evaluated positively, while those that generate an unpleasant emotion are evaluated negatively (Iyer et al., 2020; Sharma et al., 2023; Thomas et al., 2019). When the products and services that a consumer evaluates generate positive emotions, these emotions increase value for the consumer (Guo et al., 2020; Pérez-Cruz et al., 2020; Ribeiro & Prayag, 2019), who is thus more favorably disposed to purchase the product (Fernández-Ferrín et al., 2023; Jim et al., 2020; Wang et al., 2020). The opposite is true when dissonant emotions come into play (Kenney et al., 2022). In other words, when purchasing products and services, consumers often reason and evaluate their emotions (Chiu et al., 2022; Roy et al., 2022).

Consumers often choose products without having tried them. These products produce emotions that influence the purchase decision. In this regard, bounded rationality theory holds that consumers make decisions about products in the absence of complete information (Wang et al., 2020; Zhang et al., 2023). Heller et al. (2019) state that consumers make choices mentally before trying a product.

Concerning food products, Pérez-Cruz et al. (2020) include psychological factors, such as empathy and trust in services, for the purchase intention of innovative products. Among these factors are emotions, which are key to why consumers choose to buy some foods but not others (Chen & Antonelli, 2020; Joshi & Rahman, 2019). Torrico et al. (2019) show that emotional intensity is related to food acceptance. Lee and Yun (2015) show that sensory and emotional experiences are two of the determinants in the increasing consumption of organic food. Low et al. (2022) observe that the emotions produced by foods are a good predictor of their being chosen by consumers, while Gârdan et al. (2021) state that positive emotions toward certain foods unfold when consumers associate positive experiences with them.

Several researchers have studied the influence of emotions on the acceptance of certain foods. For example, Vanhonacker et al. (2013) highlight emotions' strong role in consumer rejection of certain food innovations. This is quite clear in genetically modified foods, where perceived benefits and risks have been found to influence the purchase decision-making process (Cabeza-Ramirez et al., 2022). Yang et al. (2020) demonstrated the importance of emotions in neophobic people when tasting a new product. Neophobic people avoid new foods for fear that they may make them sick or cause them certain diseases.

Specifically regarding beer consumption, Liu et al. (2023) find that people have both positive and negative experiences during beer tastings. González-Viejo et al. (2023) show that beer consumption is more associated with a positive experience than a negative one. Oyinseye et al. (2022) compare the emotions associated with beer and find that wine is associated with positive emotional responses of low arousal, such as calmness and love, whereas beer is associated with emotions of higher arousal.

Damiao de Paula et al. (2023) show that affective aspects can lead a person to buy a beer just to try it, even when they think it might be a bad choice. Yang et al. (2020) point out that the emotions generated by beer are a good criterion for segmenting craft beer consumers. Liu et al. (2023) state that negative emotions during a beer tasting are detrimental to future purchase decisions.

Watson et al. (1988) established a two-dimensional model of emotions that can be measured using the PANAS (Positive and Negative Affect Scale). This scale has had adaptations as proposed by those who consider that, based on the results of their research, positive and negative effects have consistently emerged as two dominant and relatively independent dimensions. This scale includes ten variables of a positive nature and ten of a negative connotation. The score range of this scale varies from 1 (no feeling) to 5 points (intensified feeling). Thus, the PANAS scale has been applied in several investigations to measure the emotions generated by a product and the experience when visiting point-of-sale facilities (Pelegrín-Borondo et al., 2019; and Pelegrín-Borondo et al., 2020). These results have important marketing and management implications for wine tourism management and beer marketing strategy.

Considering the above arguments, the following hypotheses are proposed:

H1. Positive emotions produced by craft beer affect purchase intention.

H2. Negative emotions produced by craft beer affect purchase intention.

H3. The gender of beer tourists impacts purchase intention.

### *Influence of the emotions produced by the surroundings (the visit to the brewery) on the purchase intention*

The literature has demonstrated the influence of emotions generated in the surroundings where a product is purchased (Luo et al., 2022). Chen et al. (2022) observe that stores play ambient music and use other stimuli to generate emotions that will influence their customers' purchase decisions. On the other hand, Handayani et al. (2022) show that the sales environment influences customers' enthusiasm toward products. Likewise, positive emotions that occur in the virtual surroundings of e-commerce sites have been found to generate emotions that influence customer behavior. For example, Yang et al. (2011) show

that a product's orderliness, legibility, and simplicity decrease the level of arousal, while aspects such as aesthetics increase it. Furthermore, they observe that arousal level influences customer responses.

From a beer tourism perspective, Chirakranont and Sakdiyakorn (2022) found that the pleasant physical and natural aspects of brewery landscapes provide tourists with hedonic experiences associated with positive emotions. Referring to the brewery environment, Yang et al. (2020) find that positive emotions generated by the services offered to visitors increase their satisfaction. This increased satisfaction then generates positive emotions influencing their purchase decision and future visits. Rodrigues et al. (2022) show that the emotions generated by satisfaction with the visit to the brewery can mitigate the emotions caused by feeling obliged to buy beer during the visit to the establishment. This is because satisfied beer tourists feel grateful for their experience at the brewery and therefore feel the need to buy beer or a souvenir (Rivaroli et al., 2022).

Considering the above, the following hypotheses are proposed:

H4. The positive emotions produced by the visit to the brewery impact the intention to purchase craft beer.

H4. The negative emotions produced by the visit to the brewery impact the intention to purchase craft beer.

H6. The gender of beer tourists impacts brewery visits.

### *Influence of news-induced emotions on purchase intention*

Induced emotions are not generated by the product or the surroundings and are independent of the subject (Rauschendorfer et al., 2022). Emotions induced through text, news, or video, among others, have been shown to influence behavior. Mo and Luh (2023) conducted a series of experiments in which participants were induced to feel emotions of satisfaction. They found that satisfaction generates interest in products used in public but does not increase the desire for products used at home. Pavone et al. (2023) show that when customers are induced to feel a positive emotion, their positive perception of product benefits increases.

Zheng et al. (2022) demonstrated the influence of induced mood states on consumers' judgment and information processing ability. Likewise, it has been shown that inducing people to feel emotions can affect their attention span, reducing their cognitive capacity and resulting in a more heuristic decision-making process (Guercini & Milanesi, 2022).

Some researchers have failed to find evidence that induced emotions influence behavior. Vanhatalo et al. (2022) showed that customers induced to feel sadness are no less likely to maintain their original choice, even when it is more difficult to evaluate alternatives.

Several authors have demonstrated the ability of texts (e.g., questionnaires, publications, or informational texts) to produce emotions in consumers (Alzate et al., 2022; Liu et al., 2022). Bilro et al. (2022) found that negative news stories generate negative emotions that influence people's behavior.

In tourism, Wen et al. (2022) have conducted experiments inducing negative emotions in participants by encouraging them to recall sadness or anxiety. In these experiments, participants in a sad or angry emotional state were more likely to associate a skiing experience with happiness than with calmness. In contrast, participants in a state of anxiety or disappointment were more likely to associate it with tranquility than with happiness.

De Vos et al. (2016) showed that emotions derived from problems at work influence the decision to travel to forget those problems (work-related emotions were unrelated to the evaluated and chosen destinations).

Based on this literature review, the following hypotheses are proposed:

H7. News about craft beer impacts purchase intention.

H8. Negative emotions produced by news about craft beer impact purchase intention.

H9. The gender of the person receiving news about craft beer impacts purchase intention.

The conceptual model shown in Figure 1 reflects the above hypotheses.

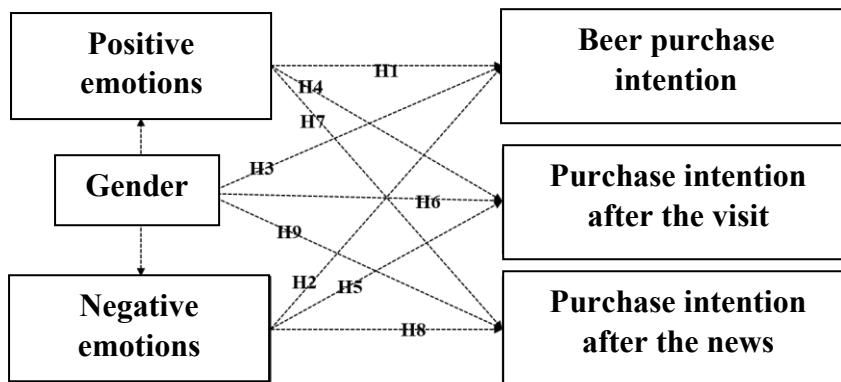


Figure 1. Conceptual and research hypothesis model  
 Source: created by the author

## Method and materials

The following research instrument was designed based on the research objective of determining the positive and negative emotions produced by craft beer and its influence on the purchase intention of beer tourists.

## *Instrument*

A direct survey was used as a data collection tool to analyze the causal reasons for consumer behavior in the beer area. The methodology used to evaluate the study variables was a questionnaire organized in three sections: news, purchase intention, and emotions (positive and negative). The creation of these dimensions was based on previous research: Meraz-Ruiz et al., 2023; Pelegrín-Borondo et al., 2020; Pelegrín-Borondo et al., 2019; and Watson et al. 1988.

Visitors to these brewery stores were provided with the survey. They were offered news about craft beer, where they were informed that the beer they were offered had been brewed by local breweries, in addition to the benefits of being a craft product and free of chemicals that accelerate its production.

Afterward, they were asked about their intention to purchase a craft beer instead of a commercial one. They were then asked about the positive and negative emotions that the news aroused in them.

The dimensions used to evaluate the various indicators of the theoretical model are shown in Table 1. Four dimensions were used, and their results were collected through a five-point Likert-type scale, where 1 is absence of feeling and 5 is intensified feeling.

Table 1  
 Constructs, indicators, and items used to measure model variables

Construct	Indicators	Items
Sociodemographics	Gender, age, level of schooling, professional status, monthly household income (Mexican pesos)	1-5
News	Why craft beer? <ul style="list-style-type: none"> <li>Contains natural ingredients</li> <li>Free of preservatives, colorants, and sweeteners</li> <li>More variety in flavors, aromas, and textures</li> <li>Craft beer is of higher quality</li> <li>More direct jobs</li> <li>Above all, it supports the local economy</li> </ul>	6
Purchase intention	If I could, I would try to purchase craft beer instead of commercial beer. If I could, I intend to buy craft beer.	7.1- 7.2
Positive emotions	Interested, excited, strong, enthusiastic, determined, attentive, active, irritable, inspired, and nervous.	8.1- 8.10
Negative emotions	Distressed, disgusted, guilty, hostile, proud, conscious, rational, alert, ashamed, and fearful	8.11- 8g,20

Source: created by the author

## *Participants' profiles*

The study population consisted of beer consumers of both genders, ranging from 18 to over 50 years old. They were tourists from two different brewing regions: Ensenada and Colima. The sampling was random



and stratified with proportional leveling to the region of residence to gather representative information from both regions. Data collection was by the random method, which consisted in randomly applying the surveys once a brewery had been selected. The surveys were applied in person to 600 beer consumers (300 in each region), with a confidence level of 95.5%, a maximum variance of 0.5, and a maximum error of  $\pm 4.6\%$ .

The data were processed using the Smart PLS statistical program. Based on the theoretical approach and the hypotheses proposed, the model proposed in Figure 1 was empirically tested. The main technique employed was structural equation modeling using the partial least squares method (PLS-SEM) and the Smart PLS 3.0 software (Ringle et al., 2022). Multiple regression was applied to reduce the dimensions and identify the key indicators that explain the dependent dimensions of the model. To minimize the bias of emotions at the time of the survey, a two-tailed bootstrapping was performed with 5 000 replicates, including the t-values of the six specified hypothesized relations, which obtained statistically significant relations at 0.01 and 0.05 levels.

Due to the number of craft breweries in both regions, Ensenada can be defined as a consolidated brewing area with 33 establishments, while Colima can be defined as an emerging brewing area with only 10. The following table shows the establishments that offer this craft and where the survey was conducted.

Table 2  
 Craft breweries where surveys were conducted

Ensenada	Colima
1. Aguamala; 2. Armor; 3. Beer Collect; 4. Bier 5. Barbaján; 6. Bruer; 7. Barra Pública; 8. Canneria; 9. Casco Beer; 10. Cinco Raíces; 11. Cardera; 12. Contenedores; 13. Cuatro Veintes; 14. Colectivo Km Cero; 15. Colectivo Spot; 16. Chikilla Craft Beer; 17. Distrito; 18. Doble C; 19. Escafandra; 20. El Refri; 21. Fauna; 22. Heisenberg; 23. Lucky Irish Pub 4; 24. Magnánima; 25. Marguerita; 26. Nórdica; 27. Transpeninsular; 28. Pacific Brews; 29. The Hoppy Tap; 30. Thor Craft Beer; 31. Walters; 32. Warehouse; and 33. Wendlandt	1. Colimita; 2. de la Costa; 3. Chapultepec; 4. DMT; 5. Dos Puntos; 6. Internacional; 7. Jardín Trapiche; 8. María; 9. Moctezuma; and 10. Tostada y la Guayaba

Source: created by the author

Finally, the sociodemographic profile of the sample was composed of 52% of women compared to 48% of men. Regarding age distribution, 23% were between 18 and 29, 28% between 30 and 39, 21% between 40 and 49, 18% between 50 and 59, and 10% aged 80 and over. As for the level of schooling, 27% have a high school education (baccalaureate or equivalent), 48% have completed a bachelor's or engineering degree, and 25% have completed postgraduate studies (master's or PhD).

## Results

The evaluation of various dimensions that measure different attitudes in the same instrument can generate biases that reveal the validity of the model fit. Thus, by analyzing the internal structure of the model, it is possible to verify whether the applied instrument truly evaluated the dimensions for which it was designed and to analyze whether the results obtained fit the theoretical model that was proposed (Hair Jr. et al., 2021). This fit was evaluated through the absolute fit index of the Standardized Root Mean Square Residual (SRMR). In general, SRMR is more effective than RMSEA in rejecting models that do not fit closely (Serrano et al., 2022).

A cutoff point of 0.08 or less is recommended for SRMR. In a sample such as this study, with over 100 cases, a cutoff point between 0.08 and 0.05 is recommended (Cho et al., 2020). The result of the SRMR fit index analysis showed a value of 0.07; therefore, the model fit could be corroborated, and the significant validity of the results obtained was accepted.

Given that the measurement design was based on reflective indicators, its convergence and discrimination capacity were validated (Hair Jr. et al., 2021). The first criteria were met by obtaining composite reliability (CR) scores above 0.70 and average variance extraction (AVE) above 0.5 (Dijkstra & Henseler, 2015). The second criteria were also confirmed by observing that the AVE exceeded the squares of the correlations between constructs and by verifying that each indicator shared a greater proportion of variance with its respective latent construct rather than a different one (Ringle et al., 2020). Finally, the presence of multicollinearity was ruled out by evaluating the variance inflation factor (VIF), whose values obtained did not exceed the threshold of five. These indicators are detailed in Table 3, where the factor loadings are presented.

Table 3  
Reliability and validity indicators

Constructs	$\alpha$	CR	AVE	EN	NE	PE	PIN	GR	VIF
Negative emotions (NE)	0.75	0.80	0.81	0.33	0.87				1.08
Positive emotions (PE)	0.95	0.96	0.59	0.28	0.42	0.77			1.08
Purchase intention after news (PIN)	0.76	0.77	0.81	0.14	0.34	0.37	0.90		1.08
Purchase intention after visit (PIV)	0.84	0.84	0.86	0.19	0.32	0.48	0.83	0.89	1.08
Gender (GR)	0.78	0.80	0.79	0.12	0.33	0.35	0.85	0.86	1.08

Note:  $\alpha$  = Cronbach's Alpha; CR= Composite Reliability coefficient, AVE= Average Variance Extracted and VIF = Variance Inflation Factor

The table above shows the correlations between constructs and the square root of the AVE on the diagonal. Given these results, it can be affirmed that there is discriminant validity between the constructs, according to Fornell and Larcker (1981). The communality index Q2 should be examined to evaluate the structural model's robustness and predictive accuracy. These values should be greater than zero to indicate the predictive accuracy of a specific construct (Hair Jr. et al., 2021). The results indicate that the purchase intention after informational text (PIIT) ( $Q2 = 0.11$ ) and the purchase intention after visit (PIV) ( $Q2 = 0.10$ ) satisfy the condition of values greater than zero.

### *Results of hypothesis testing*

The values shown in Table 4 and in the Q2 communality index demonstrate concurrent validity. A two-tailed bootstrapping was then performed with 5 000 replicates, including the t-values of the six specified hypothetical relations, which obtained statistically significant relations at levels of 0.01 and 0.05. These are shown in the following table.

Table 4  
Results of hypothesis testing

	Hypothesis	Expected effect	$\beta$	t	P	Result
H <sub>1</sub>	Positive Emotions -> Beer purchase intention	+	0.05	8.94	0.00***	Confirmed
H <sub>2</sub>	Negative Emotions -> Beer purchase intention	+	1.89	2.35	0.18	Rejected
H <sub>3</sub>	Gender -> beer purchase intention	+	0.05	5.54	0.03**	Confirmed
H <sub>4</sub>	Positive Emotions -> Purchase intention after visit	+	0.05	5.67	0.00***	Confirmed
H <sub>5</sub>	Negative Emotions -> Purchase intention after visit	+	0.89	2.35	0.94	Rejected
H <sub>6</sub>	Gender -> beer purchase intention	+	0.05	6.32	0.00***	Confirmed
H <sub>7</sub>	Positive Emotions -> Purchase intention after news	+	0.05	6.32	0.00***	Confirmed
H <sub>8</sub>	Negative Emotions -> Purchase intention after news	+	0.05	1.13	0.26	Rejected
H <sub>9</sub>	Gender -> purchase intention after news	+	0.05	5.32	0.01**	Confirmed

Note:  $\beta$  = standard deviation; t= t-statistic, P= p-value. \*\*\* significant at 0.001, \*\* significant at 0.01

## *Discussion of the results*

The hypotheses that validated the model were related to the positive emotions generated by the visit to a brewery, the craft beer, and the news of the brewery. These positive emotions influence the purchase intention of this product. Therefore, H<sub>1</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>6</sub>, H<sub>7</sub>, and H<sub>9</sub> were accepted. Negative emotions were not significant regarding any of the three constructs studied. Therefore, H<sub>2</sub>, H<sub>5</sub> and H<sub>8</sub> were rejected.

Thus, based on the above results, the proposed model was validated, and three of the six hypotheses were confirmed, showing the relation between positive emotions and their influence on purchase intention, the visit, the news, and the gender of those who consume craft beer. It is important to point out that, concerning gender, the coding was 1 for men and 2 for women. Therefore, the results indicate that women have higher purchase intentions than men. Women are the ones who visit the breweries the most, which coincides with the descriptive statistical results (52% of women). Likewise, women receive the news better and are more likely to purchase craft beer.

## **Conclusions**

This research analyzed how the emotions generated by factors such as the beer selection, the visit to a brewery, and a general beer-related text impact consumers' purchase decision. This was studied within the context of a consolidated craft beer market (Baja California) and a recently opened market (Colima) in Mexico as a preliminary preview of a larger study being replicated in several brewing regions.

To this end, the crucial influence of emotions on consumers' purchase intention is highlighted, particularly concerning positive emotions linked to purchase intention after the visit and the news about craft beers.

These findings have a significant impact on academia and industry. The observation of a positive effect on purchase intention related to emotions highlights the importance of considering emotional responses when designing marketing strategies, as noted by Alzate et al. (2022). Furthermore, a strong connection is established between these results and previous research focusing on food and beverage consumption, such as the work of Cassago et al. (2023), Meraz-Ruiz et al. (2023), and Bilro et al. (2022).

On the other hand, negative emotions did not show a significant correlation. Negative emotions were not revealed as a predictor of willingness to buy. This is consistent with research conducted by Yang et al. (2020) and González-Viejo et al. (2023), which suggested that negative emotions had an inverse effect on purchase intention, i.e., they decreased purchase intention. These findings provide a valuable and more detailed perspective on the relation between emotions and purchase behavior, contributing to the ongoing debate and enriching the understanding of how emotions influence purchase decisions.

Regarding the implications for breweries, it is suggested that producers and marketers of this handcrafted product focus their strategies on generating meaningful emotional connections between brands and their consumers, actively involving the latter in the production and co-creation of marketing and brand values as outlined by experiential marketing proposed by Bilro et al. (2022). Such strategies translate into a richer and more personalized customer experience, strengthening the emotional ties between product and customers.

From a tourism perspective, it is crucial to maintain a customer-centric approach, ensuring that every interaction with the tourism destination is meaningful and generates emotional memories. De Vos et al. (2016) point out that the key to success in experiential tourism is to create feelings that sell not only a service or destination but also the brand itself, creating a lasting emotion for the tourist. This is achieved by building positive surroundings and emotional attitudes associated with traveling. According to this experiential perspective, both variables are important in explaining travel decisions and destination choice, which influence tourist satisfaction.

Promoting public relations initiatives to generate favorable media coverage of products and brands is also advisable.

It is essential to highlight the need for future research that explores the impact of perceived price on the emotions experienced by customers in these bars and the effect of presenting both positive and negative news on beer consumption. Given that these circumstances can have diverse effects, their analysis becomes a highly relevant field of study.

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## Annex

1. Gender: 1- Female                      2- Male

2. Age:

1- ☐ 18 to 25 years

2- ☐ 26 to 33 years

3- ☐ 34 to 41 years

4- ☐ 42 to 49 years

5- ☐ Over 50

3. Level of schooling:

1. ☐ Basic (PRIM/SEC)

2. ☐ Intermediate  
(Baccalaureate/TECH)

3. ☐ University graduates (Bachelor  
Engineering/Graduate Studies)

4. Professional status:

1- ☐ Self-employed

2- ☐ Looking for a job

3- ☐ Housekeeper

4- ☐ Retired (pensioned)

5- ☐ Student

6- ☐ Other professional status

5. Monthly Household Income: (MXN)

1- ☐ Less than \$3 000

2- ☐ From \$3 000 to \$5 999

3- ☐ From \$6 000 to \$11 999

4- ☐ From \$12 000 to \$24 999

5- ☐ From \$25 000 to \$36 999

6- ☐ From \$37 000 to \$61 999

7- ☐ C

8- ☐ I

6. You will now be introduced to a news item about craft beer.

Why craft beer 🍺?

✂ Contains natural ingredients

✂ Free of preservatives, colorants, and sweeteners

✂ More variety in flavors, aromas, and textures

✂ Craft beer is of higher quality

✂ More direct jobs

✂ Above all, it supports the local economy

7. Indicate your degree of agreement or disagreement with the following statements, from 0, you do not feel it, to 10, you feel it intensely.

1. If I could, I would try to purchase craft beer instead of commercial beer                      1 2 3 4 5

2. If I could, I intend to buy craft beer                      1 2 3 4 5

8. Think about what you feel when you drink craft beer. Rate the following adjectives from 1, you don't feel it, to 5, you feel it intensely.

		1. POSITIVE EMOTION			2. NEGATIVE EMOTION
8.1.	Interested	1 2 3 4 5	8.11.	Distressed	1 2 3 4 5
8.2.	Excited	1 2 3 4 5	8.12.	Disgusted	1 2 3 4 5
8.3.	Strong	1 2 3 4 5	8.13.	Guilty	1 2 3 4 5
8.4.	Enthusiastic	1 2 3 4 5	8.14.	Hostile	1 2 3 4 5
8.5.	Determined	1 2 3 4 5	8.15.	Proud	1 2 3 4 5
8.6.	Attentive	1 2 3 4 5	8.16.	Conscious	1 2 3 4 5
8.7.	Active	1 2 3 4 5	8.17.	Rational	1 2 3 4 5
8.8.	Irritable	1 2 3 4 5	8.18.	Alert	1 2 3 4 5
8.9.	Inspired	1 2 3 4 5	8.19.	Ashamed	1 2 3 4 5
8.10.	Nervous	1 2 3 4 5	8.20.	Fearful	1 2 3 4 5