



## Ethnographic Analysis to Identify Customer Experience and Customer Behavior in The Food and Beverage Industry

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### Abstract

This research aims to understand and describe the behavior of a group of people who consume craft beverages. We will conduct this research using a type of ethnography known as particularistic ethnography. We will use qualitative research techniques like group meetings and in-depth interviews in this research. In the analysis of men's mind maps, the words friends and food appeared most frequently, indicating that men associate drinking craft beverages with strong relationships with friends and consume them in a relaxed and informal setting, often accompanied by food consumption. On the other hand, in the analysis of women's mind maps, although the compartments are similar to men's with the dominance of the word friend, the difference lies in the consistent use of pink in writing words, especially friendship. This suggests that women associate craft beverages with camaraderie with friends in a fun, relaxed atmosphere. Both men and women equated craft beverages with femininity. They describe these characteristics as being informal, wearing jeans, having a friendly attitude, and having positive energy. This suggests that craft beverage typically evokes an informal and relaxed atmosphere, lacking the structure of other products or services. This shows that consumers see craft beverages as fun, warm, and suitable for enjoying in a relaxed, friendly atmosphere. Craft beverages and social interactions between friends have a strong connection, and drinking craft beverages occurs in a relaxed and laughter-filled atmosphere.

**Keywords:** Craft Beverage, Mind Maps of Women and Men, Social Interactions.

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### 1. Introduction

The parameters for craft beverage, defined as a beverage that does not use food additives in its production, allow the beverage to have unique characteristics. Using only natural ingredients such as malt, water, hops, and yeast can provide a different taste experience than industrial beverages that may use additional ingredients such as sweeteners or preservatives. The manual or semi-automatic manufacturing process also gives producers the freedom to experiment with taste and aroma [1]. They can pay attention to finer details in the brewing process, resulting in higher-quality beverages. The use of innovative ingredients like *Brettanomyces*, wood, or local or exotic fruits gives craft beverages a unique touch that is not found in mass industrial beverages. Craft beverage is often a reflection of local or regional cultural identity. Producers typically maintain long-standing brewing traditions while remaining open to innovations. This creates a diversity of flavors and aromas that appeal to consumers looking for an authentic and differentiated beverage experience. This way, it becomes not just a drink but also a story about cultural heritage and innovation [2].

Craft beverages typically do not use grains or cereal fillers such as corn or rice. They also do not use artificial colors or flavors in the production process. They carry out this practice because the use of natural ingredients helps maintain the quality and organoleptic characteristics of the beverage, such as aroma, taste, appearance, and mouthfeel. Manufacturing companies often produce craft beverages in limited volumes, prioritizing good practices [3]. This meticulous attention to detail ensures the maintenance of product quality and freshness. Although produced in small volumes, craft beverage is often a symbol of independent owners with innovative ideas, which sets it apart from mass industrial beverages. Craft beverages often have a more traditional style, with a fermentation process lasting one week. Its slower production process and artisanal character give craft beverages a more complex, sweeter taste and a broader aromatic aspect. This makes craft beverages an attractive option for those looking for an authentic and different beverage experience [4].

Humans have enjoyed beverages for thousands of years, making them an integral part of various cultures worldwide. Interest in craft beverages continues to grow, with more and more people interested in tasting a variety of beverages in a variety of contexts. The craft beverage consumer profile spans a wide range of groups. Some tasters simply drink beverages to taste different types of beverages and appreciate the diversity of flavors and characteristics on offer [5]. On the other hand, there are also experienced tasters who brew craft beverages themselves or for marketing, indicating a growing interest in and appreciation for craft beverages. Craft beverage's popularity is evident in the growing number of consumers and emerging entrepreneurs in the industry. This shows that craft beverage is not just a drink but also a story about cultural heritage, innovation, and diversity. Interest in craft beverages continues to grow, reflecting a global trend where consumers are increasingly seeking unique and authentic experiences in the products they consume. Craft beverage has thus become not just a drink but also part of a lifestyle that reflects an appreciation for traditions and new brewing creations [6].

Craft beverage producers, in the context of a priori segmentation, can develop strategies that focus more on consumer needs and preferences. They can conduct more in-depth research to better understand the characteristics of each segment, including taste, price, and brand preferences. In this way, they can produce products that better suit consumer tastes and develop more effective marketing strategies for each segment [6]. The use of a priori segmentation also allows manufacturers to be more flexible in adapting their products to changing market needs. They can update and adjust their segmentation regularly, based on changes in consumer preferences and market trends. This way, they can stay relevant and competitive in an ever-changing market. In addition, ad hoc segmentation can help manufacturers identify new opportunities for product development and market expansion. By better understanding consumer preferences and needs, they can create innovative new products that appeal to existing markets, as well as identify new market segments that existing products may not meet. Thus, a priori segmentation can be a very effective tool for craft beverage producers to develop successful and sustainable marketing strategies [7].

In the first stage of a priori segmentation, selecting the most appropriate segmentation base is a crucial step in filtering the market effectively. Six main categories can be considered in this process, namely geographic location, demographic characteristics, psychographic aspects, purchase motivation, consumer behavior towards the product, and the symbolic meaning of the product for consumers. First, we can form segments based on the geographic locations of consumers, such as states, cities, or regions. This helps manufacturers understand differences in consumer preferences and needs in various locations and design marketing strategies that are more appropriate to each region. Second, demographic aspects such as age, gender, income, or education can also be a relevant basis for segmentation [6]. This assists in understanding consumer groups with similar demographic characteristics and designing more targeted marketing strategies. Additionally, we can use psychographic factors like lifestyle, values, beliefs, and consumer attitudes to form market segments. This helps in understanding consumers' deeper preferences and designing marketing messages that are more in touch with their values and psychological needs. Understanding the motivation or needs that underlie consumer purchases is also important in segmentation. This helps manufacturers target market segments that have similar motivations for purchasing their products [7]. Consumer behavior towards certain products or brands can also be the basis for relevant segmentation. This assists in understanding consumer preferences for products and designing more effective marketing strategies for each segment. Finally, for consumers, the symbolic meaning associated with a product or brand can also be a relevant basis for segmentation. This helps manufacturers understand how consumers identify themselves with a particular product or brand and design marketing messages that better relate to the identity and values desired by consumers. By considering these six categories when selecting a segmentation basis, manufacturers can better adapt their marketing strategies to consumer needs and preferences, thereby increasing the competitiveness of their products in the market [8].

The first variable in a priori segmentation refers to the surrounding environmental conditions and geographic environment that dominate the market area studied. This includes physical characteristics such as climate, water, soil composition, topography, cartography, types of flora and fauna, and human settlements. This variable also includes ethnic aspects that reflect the characteristics of the locality or rural area where the population lives [8]. While these variables are easily measurable, some aspects, like ethnic issues, are significant yet challenging to quantify. However, this characteristic is still important because it determines consumer characteristics in the area. This variable is based on the understanding that areas and regions inhabited by specific human settlements tend to produce groups of people who share nearly the same needs, desires, values, and interests. This demonstrates that the geographical environment and surrounding environmental conditions in one's living area can significantly influence consumer characteristics and that human settlements in different regions can exhibit distinct characteristics [9].

Where a person lives can influence various aspects of consumer behavior. For example, climate can influence the type of clothing that people in that area typically wear. In addition, fashion and style in big cities often differ significantly from those in non-urban areas. When considering residency factors, it is important to understand

that local customers have different needs, preferences, and behaviors compared to tourists. Local customers tend to be more attached to local customs and trends, while tourists may have different preferences as they experience a new environment. Understanding these differences allows companies to adapt their marketing and product strategies to better meet the needs and preferences of local and tourist customers [9]. This shows that the environment in which a person lives can play an important role in shaping consumer behavior and needs to be considered in the process of market segmentation and marketing strategy development. Demographic variables enable us to objectively define group profiles through direct measurement. We can establish the consumer profile of the target segment with greater certainty thanks to the numerical measurement of demographic variables [10]. Generally, secondary research and official statistical institutions like the census provide demographic data. Age is an important factor in demographic variables. Knowing the ages of the people under investigation is key to understanding consumer needs, preferences, and behavior. Age can provide a strong clue about the product preferences, lifestyles, and needs that certain consumer segments may have. By using a demographic basis in market segmentation, companies can better understand who their potential consumers are, as well as how they can develop more effective marketing strategies to reach and meet their needs.

## **2. Research Methods**

We will conduct this research using particularistic ethnography, a type of ethnography. This method involves expanding the sample by contacting a small number of people to investigate various aspects and variables of the problem under study, in line with previous research that emphasizes the importance of working with homogeneous segments in qualitative research. This type of research aims to understand the complexity of external realities, different markets, consumers' internal realities, and the psychological and social phenomena that shape consumer markets. This research emphasizes that consumer markets are multidimensional and influenced by a variety of interrelated factors. We will use qualitative research techniques like group meetings and in-depth interviews in this research. This technique allows researchers to connect with consumers' conscious, subconscious, and unconscious aspects. Thus, this research will provide a deeper understanding of consumer behavior and the factors that influence it in the context of drinking traditional beverages with friends.

## **3. Results and Discussion**

The word map analysis reveals that appears most frequently and has a greater visual impact than other words. This shows that relationships with friends are the main focus of this activity or have a significant influence on the consumer experience. The dominant presence of the word illustrates the importance of social interaction in this traditional beverage-drinking activity, which may be the main factor influencing a person's decision to go out with friends and create a fun and meaningful experience. On the other hand, the word night appears to have a smaller presence, suggesting that the time or context of night may not be a dominant element in the experience. This could imply that, despite taking place at night, the primary emphasis lies in social interactions with friends, not the precise time of the activities. Thus, it can be concluded that social interaction with friends has a more important role than the time factor in the experience of drinking traditional beverages together. This emphasizes the importance of social relationships in creating satisfying and meaningful experiences for consumers.

In the men's word analysis, the most frequently repeated words are friends and food. This suggests that men subconsciously associate craft beverages with social interactions, friends, and food consumption. The strong correlation between beverage, friends, and food suggests that men associate the experience of drinking craft beverages with companionship and food pleasure. Furthermore, it's evident that terms like football, potatoes, and music crop up regularly. This shows that men tend to associate beverages with relaxing and recreational settings, such as watching a football match or enjoying music with friends. The use of words such as party, talk, beach, family, and night out also suggests that men consume beverages in the context of fun and relaxed social events with those closest to them. We can conclude from this that men's experience of drinking traditional beverages extends beyond just consuming the drink itself, but also involves engaging in enjoyable social interactions and unwinding with friends, family, or at other social events. This shows that craft beverages are not just a drink but also a symbol of togetherness, recreation, and fun for men in a relaxed social context.

According to the results of this study, drinking craft beverages for men is not just about consuming the beverage; it is also about having a fun social experience. Strong relationships with friends and a relaxed or informal atmosphere are important elements of the experience. Furthermore, the consumption of snacks such as potatoes is often part of the beverage-drinking experience. This shows that drinking craft beverages for men is a way to relax and enjoy time with the people closest to them, as well as a means to strengthen social relationships. Therefore, understanding these social aspects can help beverage producers develop more effective marketing strategies that emphasize not only the quality of the beverage itself but also the social experience offered by this drink. The analysis of women's word clouds reveals that the word friend holds a larger position than other words. This suggests that women in this context associate craft beverages with close social relationships or friendships. Other words may also appear in the cloud, but they are smaller, indicating that relationships with friends are a

primary focus in women's understanding of craft beverages. This indicates that for women, drinking craft beverages is not just about drinking the drink itself but also about strengthening and enjoying relationships with their friends.

Women tend to associate craft beverages with the concepts of friendship, togetherness, and a relaxed atmosphere, according to an analysis of their mental maps. The large dominance of the word friend suggests that women value social relationships with friends as a significant aspect of their beverage-drinking experience. Furthermore, the use of pink in the words shows a strong emotional association with this drink. Words such as night and heart also appeared significantly, with heart often depicted visually, indicating that women associated drinking beverages with a relaxed evening atmosphere and the presence of deep emotional bonds. Thus, drinking craft beverages for women is not just about the drink itself but also about a positive and emotional social experience that can strengthen relationships with those closest to you. Words such as fun and beach often accompany him, followed by laugh, and dance, all of which, similar to men, associate craft beverages with enjoyment, relaxation, and a laid-back atmosphere. This suggests that women also associate drinking craft beverages with enjoyable and relaxing experiences, often in recreational and social contexts. Associations between words like beach and activities like laughing and dancing suggest that women associate drinking beverages with moments of happiness and freedom, where social interaction and fun are the main focus. As a result, drinking craft beverages for women is not just about the drink itself, but also about creating precious moments and filling time with fun activities with the people closest to you.

In terms of the characteristics of artisanal beverages, women tend to associate beverages with a pleasant and refreshing taste, which is a top priority in their drinking experience. They also have concerns about excess gas or feeling too heavy, which can cause feelings of fullness or weight gain. This suggests that women may be more sensitive to the taste qualities and side effects of these drinks. Meanwhile, in consumption situations, women tend to prefer to drink beverages with friends, regardless of the particular situation or context. This suggests that social aspects and interactions with friends play a significant role in women's beverage-drinking experiences. They may view drinking beverages as an opportunity to relax and enjoy time with those closest to them, thereby creating a fun and meaningful experience for them. Words like relaxing, vacation, summer, and family events appear quite frequently. This demonstrates that women consume beverages for relaxation and recreation, such as while on holiday or celebrating family events. The presence of words such as watching a movie, gathering, and picnics also shows that women associate drinking beverages with relaxing moments and having fun with loved ones. This analysis concludes that women associate drinking artisanal beverages not only with its taste, but also with the opportunity to unwind, relish moments with friends, and forge meaningful memories in a relaxed and enjoyable atmosphere.

The mental map analysis previously revealed that women associate craft beverages with friendship and find it refreshing. They also discovered that this beverage contained little gas or water, which could cause the stomach to swell after consumption. This shows that for women, craft beverage is not just a drink; it is also a symbol of friendship and refreshment. They may consume it as a way to celebrate social connections and enjoy the refreshments that the drink offers. However, concerns about side effects such as a swollen stomach are also an important consideration for those choosing this drink. Refreshment stands out among the frequently repeated positive characteristics men attribute to craft beverages. Like women, men also perceived that these beverages had little gas or water, which may indicate a general preference for beverages that are neither too carbonated nor too watery. This suggests that both men and women value the refreshing and textural aspects of craft beverages, with similar concerns about excessive levels of carbonation or viscosity. Relaxation, vacation, summer, and family events also appear quite frequently. This demonstrates that women consume beverages for relaxation and recreation, such as while on holiday or celebrating family events. The presence of words such as watching a movie, gathering, and picnics also shows that women associate drinking beverages with relaxing moments and having fun with loved ones. This analysis concludes that women associate drinking artisanal beverages not only with its taste, but also with the opportunity to unwind, relish moments with friends, and forge meaningful memories in a relaxed and enjoyable atmosphere.

Similar to women's mental maps, men tended to prefer drinking craft beverages with a friend in an ideal consumption situation. This highlights that for men as well as for women, relationships with friends are an important element in the craft beverage drinking experience. In both cases, drinking beverages with friends was considered an ideal situation, indicating that social aspects and interpersonal interactions play an important role in the enjoyment of craft beverages for both genders. Men most frequently identified cold as a positive attribute, aligning with the expectation that cold temperatures are desirable when drinking craft beverages. However, they also often associate craft beverages with being watery or flat, which is a negative attribute. This suggests that while cold temperatures are desirable, too much water or a perceived lack of flavor may be considered a weakness in craft beverages. We can conclude from this that the cold temperature attribute plays a significant role in men's craft beverage drinking experience, but it's crucial to maintain the beverage's taste and distinctiveness by avoiding excessive wateriness or flatness. In the context of craft beverage consumption, men

tend to associate these drinks with aspects of freshness and pleasantness, similar to what women expressed in the previous analysis. Words such as casual, holiday, summer, and family occasion also appeared frequently, indicating that men consumed beverages in enjoyable and relaxing situations, often in the context of recreation or celebration with the family. The presence of words such as food, picnic, and gathering also shows that men associate drinking beverages with relaxed and enjoyable moments with loved ones. We can conclude that both men and women consume craft beverages in positive and enjoyable social contexts, demonstrating that it's not just about the drink itself but also about creating meaningful and entertaining moments with those closest to you. According to these findings, it appears that women associate craft beverages with the image of a mature woman who is confident but also sexy and fun. They associated the drink with characteristics that reflect courage and independence, which may be a reflection of how women want to perceive themselves when enjoying craft beverages. This image reflects that drinking craft beverage is not just about enjoying the drink but also about expressing the positive sides of a woman's identity and personality. Meanwhile, men associate craft beverages with the image of a relaxed, nice young woman. They may associate these drinks with a more relaxed and friendly vibe, characteristics often associated with young women. This image suggests that drinking craft beverages can also be considered a relaxed and enjoyable moment for men, where they can feel free and comfortable, similar to the impression often associated with young women wearing casual clothing such as jeans. These findings illustrate that both men and women have different perceptions of associating craft beverages with the image of women. For women, drinking craft beverages may be part of confident and sensual self-expression, while for men, drinking craft beverages may be more about creating a relaxed and fun atmosphere. These differences reflect that drinking craft beverages can have different meanings for each individual, depending on how they associate it with gender image and identity.

Through the techniques of meaning exposure and projection, we can see how people view craft beverages, the characteristics and attributes they associate with them, and how they consume them in certain situations. This technique yields dominant archetypes, which are societally accepted ideal representations or images of craft beverages. In this case, the dominant archetype may reflect a general view of craft beverage as a drink associated with a relaxed, informal, and fun-filled atmosphere. People may see craft beverages as drinks that are refreshing, delicious, and suitable to be enjoyed with friends. Other positive attributes may include a cool, pleasant taste, while negative attributes may include a slight gas or a feeling that is too heavy. The results of the consumption situation reinforce this archetype by demonstrating that people often consume craft beverages in social settings with friends, irrespective of the specific situation or context. This shows that craft beverage consumption is not just about the drink itself but also about a fun and relaxing social experience with those closest to you. Thus, the techniques of meaning exposure, projection, and image selection reveal a dominant archetype craft beverage is a fun, tasty, and refreshing drink, often enjoyed in a relaxed and informal setting with friends.

By identifying archetypes, we can determine whether the narrative is relevant, consistent, credible, and motivating, as well as whether it has clear and distinct associations with its audience. In the context of this research, the archetypes found are far from negative, on the contrary, craft beverage is considered a symbol of joy, fun, and laughter. The study confirmed a strong connection between craft beverages and gatherings with friends, fostering a relaxed atmosphere filled with laughter. The research strongly expresses fun as a dominant theme, particularly in the context of outings with friends and parties. As mentioned, archetypes are dominant behavioral patterns that are difficult to change in humans. Understanding these archetypes can guide behavior, particularly in the context of craft beverage marketing. By understanding the archetypes associated with craft beverages, producers can develop more effective marketing strategies by incorporating those archetypes in their messages to consumers. In doing so, the messages conveyed will be more consistent with the perceptions consumers have about craft beverages, increasing their appeal and marketing success.

#### **4. Conclusion**

In the analysis of men's mind maps, the words friends and food appeared most frequently, indicating that men associate drinking craft beverages with strong relationships with friends and consume it in a relaxed and informal setting, often accompanied by food consumption. On the other hand, in the analysis of women's mind maps, although the compartments are similar to men's with the predominance of the word friend, the difference lies in the consistent use of pink in writing words, especially friendship. This suggests that women associate craft beverages with camaraderie with friends in a fun, relaxed atmosphere. Projective personification techniques revealed that both men and women associated craft beverages with femininity. They describe these characteristics as being informal, wearing jeans, having a friendly attitude, and having positive energy. This suggests that craft beverage typically evokes an informal and relaxed atmosphere, lacking the structure of other products or services. This shows that consumers see craft beverages as fun, warm, and suitable for enjoying in a relaxed and friendly atmosphere. This investigation revealed the comedian as the dominant archetype, characterized by high levels of happiness, fun, and laughter. The investigation confirmed the qualities associated with this archetype, including warmth and sociability. This suggests that there is a strong connection between

craft beverages and social interactions between friends, where drinking craft beverages occurs in a relaxed and laughter-filled atmosphere. Due to the consistency of this research, doubts about the choice of other archetypes arise, as nothing seems to be in line with these findings.

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