

DOES BEER CAN SHAPE AND SIZE INFLUENCE HEALTH PERCEPTION OF CONTENTS?

Russell J. Zwanka

Research Scholar, Siena College, Loudonville, New York United States

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ABSTRACT

The research we conducted was to determine if the size and shape of beer cans is perceived to reflect the health content of the beer, plus the preferred shape and size of cans by regular beer drinkers. With the increased use of slimmer beer cans in those “light” products, like Michelob Ultra, Corona Premier and Light, and Heineken Light, there has been very little research as to whether or not the consumer is making the connection between the thinner cans and the lesser calories and carbohydrates. Our original belief was consumers would associate taller and skinnier cans with being less dense in calories and therefore would be more likely to purchase beer in those cans, if they were seeking fewer calories in their beers. The results we obtained through our research differ from our original hypothesis. The research showed a majority of all of our surveyed age groups chose a regular beer bottle as their preferred choice of beer container. All age groups were mostly unconcerned with how many calories they were consuming when drinking beer. As far as gender, over 60 % of male participants were not concerned with caloric intake while drinking, with slightly under 50% of female participants being unconcerned. Due to the lack of concern from our survey participants in caloric intake, there was little correlation between the size and shape of a bottle or can and whether or not consumers were more or less likely to purchase each particular shape, and perceiving one size to be less dense in calories or “healthier” than another. These results lead us to believe that most beer consumers aren’t as concerned with caloric intake when drinking as we previously had thought, and the preferred packaging choice for the majority of consumers would be the classic long neck glass bottle.

KEYWORDS: *Michelob Ultra, Heineken Light, Calories and Carbohydrates*