

The Role of Culture in the Purchase of a Product (The Case of Bavaria Beer 0.0% Alcohol in Albania)

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Abstract: - Many cultural elements influence the consumption or not of a product, one of which is religion and ethnicity. The influence of these elements depends on the fact that a consumer is connected to the tradition, norms, and rules of the religion and ethnicity to which he belongs. Bavaria 0.0% alcohol is a product that is associated with the non-consumption of alcohol, which is an element that belongs to the Muslim religion and includes a cultural factor that can affect the consumption of this product, but it is not excluded from consumption and consumers who do not belong to the Muslim religion but do not consume alcoholic beverages. The purpose of this study is to highlight the role of culture in the consumption of Bavaria 0.0% alcohol. In the study, 286 respondents were from different areas of Albania. Some of the study's conclusions are: the respondents mostly belong to the Muslim religion, and the most widespread ethnic community in Albania is the Albanian one. The consumption of beer with alcohol is 55.2%, and the consumer is informed at 54.5% for Bavaria 0.0% alcohol.

Key-Words: - culture, religion, Bavaria 0.0%, non-alcoholic beverages, halal product, customer behavior.

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1 Introduction

Bavaria 0.0% is a product that is characterized as a flavor malt product with sugars to balance the bitter taste of barley. An alcohol-free product is produced from a patented technique that has a maximum safety to be with 0 percent alcohol, this element creates a competitive advantage because it makes this product 100% safe without alcohol. Bavaria 0.0% alcohol is categorized as a premium Dutch pilsner product that contains only 24 calories per 100 ml, [1]. This product is certified halal, and the halal certification of the product attaches this product as a product that is consumed by consumers who are of the Muslim religion, this is greatly reinforced. Halal certification has to do with:

Certification of products in compliance with the precepts of Islamic Law

The halal certification shows that the product is produced in full compliance with Islamic law, so these products ensure 100% that they do not contain any element prohibited in the Islamic religion, also the products do not come into contact with any element that is considered prohibited by the Islamic religion.

This type of certification serves as a guarantee for the practicing consumer of the Islamic religion, to offer this consumer a product in accordance with the religion he belongs to, so this type of certification attaches a product as a product that takes into account the cultural factor and more specifically the faith factor, this type of certification takes into

consideration that the product that has this certification has a high level of hygiene and very high quality, this increases the possibility of these products to penetrate the European market and the rest of the world.

A product that receives the halal certificate must be produced in very high hygienic conditions, the level of risk from the consumption of this product must be very low and be based on the laws of the Islamic religion. Differentiation as a halal product is done by the logo and certification, which is done in accordance with the Islamic religion, this is in function of the differentiation and positioning of the offer, which in this case consists of a halal product. This certification goes through several stages such as optional pre-audit, certification audit, annual reviews, and re-certification every 3 years. This process is done by individuals who are experts in certifications and experts in Islamic law.

The organization that deals with halal certification is Rina and the European Muslim League (EML). This union focuses on halal programs, as well as reliability assessment methods and techniques to be in accordance with the rules of the Islamic religion.

Some of the categories of products that are not prohibited by the Islamic religion are: pork, carnivores, birds of prey, reptiles, amphibians, insects, meat, and animal derivatives are generally acceptable, but slaughtered in non-Islamic, the blood and bodies of dead animals, alcohol and psychotropic substances. The term Halal in the Muslim religion means suitable, and permitted, [2].

1.1 Albanian Consumer

The consumption in Albania based on the main categories is as in Table 1, where in accordance with the consumption of food and non-alcoholic beverages during the period under study it is 34.71 3 ALL or 41.6% of the expenses of the Albanian consumer, while for the category of alcoholic beverages and tobacco, it is 3.077 ALL or 3.7%, this data shows a projection of consumer demand. Also, based on Table 1, the consumption of food and non-alcoholic beverages has increased in value from 2019 to 2020, respectively by 716 ALL and by 0.3%. The alcoholic beverages and tobacco category had changes in value with 53 ALL, while the percentage remained the same. The average spending of the Albanian consumer in 2020 is 83,475 ALL with an increase of 1,240 ALL.

Table 1. Albanian consumer spending divided into main product categories for the years 2019-2020

Main consumption groups	Value in ALL	The percentage	Value in ALL	The percentage
food and soft drinks	33.952	41.3	34.713	41.6
alcoholic beverages and tobacco	3.077	3.7	3.130	3.7
clothing and shoes	4.289	5.2	3.875	4.6
housing expenses, water, electricity, and rent paid	8.291	10.1	8.357	10.0
furniture, household appliances, and general home maintenance	5.523	6.7	5.794	6.9
health	3.506	4.3	4.487	5.4
transport	4.871	5.9	5.150	6.2
communication	3.036	3.7	3.128	3.7
entertainment and culture	3.143	3.8	2.315	2.8
education	2.532	3.1	2.607	3.1
restaurants and hotels	3.988	4.9	4.669	5.6
other goods and services	6.027	7.1	5.250	6.3
Average total expenditure	82.235	100	83.475	100

Source: INSTAT 2020

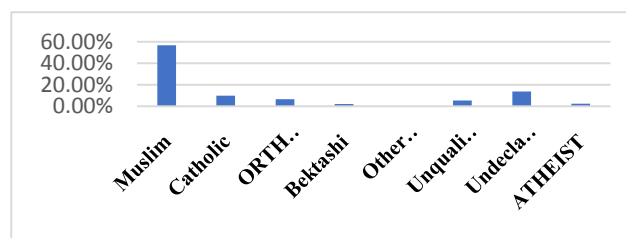


Fig. 1: Religious affiliation 2011 based on Census 2011

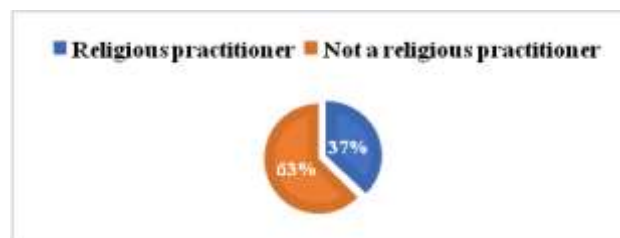


Fig. 2: Religious practitioners in Albania 2018

Based on the data of Figure 1, [3] and Figure 2, [4] it has been found that the majority of individuals have stated that they belong to a certain religion, but they have not stated that they are practitioners of the religion they belong to. This shows that an individual belongs to a certain religion and, for example, in his religion, the consumption of a product, for example, alcohol, is prohibited.

1.2 Literature Review

1.2.1 The Influence of Culture on Consumer Behavior

Consumer behavior based on culture focuses on individualism and collectivism, these 2 elements have been at the center of consumer behavior studies, taking culture as an influencing factor, [4].

Culture is the most influential element in consumer behavior according to researchers in the field of subculture, [5]. The cultural profile of consumers creates the needs and desires of consumers, an element that guides the marketing strategy based on the behavior, attitudes, and preferences of consumers, [6].

This refers to strategies centered on consumer culture. The application of these elements is also concretized in the means of marketing communication, where in societies that are classified as collectivist, advertisements are focused on social status, symbols, and prestige and where benefits are based on family and reference group, [7]. Whereas in societies that are classified as individualistic, the focus of advertising is based on design and performance, [8]. Consumers in individualistic societies have their priority on the forms and ways in which the product fulfills the consumer's needs, so this element is important in decision-making compared to status and symbolism, which is an important element for the collectivist consumer, [9]. However, the concrete evidence of which cultural factors influence individualistic and collective consumer decision-making has not been specifically studied, [10]. Based on the socio-psychological paradigm of researcher Veblen, consumers are influenced by family society, and social class to realize the purchase, [11]. But besides the fact that consumers are influenced by culture, they themselves are unique, and this is due to the personal characteristics of each one, which makes it more complicated to identify the factors that influence decision-making, [12]. Another cultural element that affects consumer behavior is religion, by

adding the element of religion, another categorization of individuals occurs, where the consumer, in addition to the fact that the decision to buy is influenced by culture, is also influenced by religion, which further subcategorizes him as a consumer, [13]. An example is a consumer belonging to the Muslim religion who according to his religion does not consume pork, in this case, religion as an element of culture influences the consumer not to consume pork, [14]. The religion is the main factor that influences a consumer's decision-making for a product where in this case it is pork, it should be emphasized that religion has an impact on a certain category of consumers and not on all categories, [15].

1.3 The Impact of Culture on Purchasing

Culture is a factor that affects a certain product category, for example, in Mexico, teenagers are influenced by advertisements that are focused on their parents because in this country teenagers are influenced a lot by their parents to buy products such as sweets, clothes, etc., while in the states of the United States the opposite happens, [16]. This element is caused because, in the United States, the family is less important in terms of purchases by teenagers, so the role of the family in the decision-making of teenagers is low, while in India the role of the family is important in every aspect of life, [17]. In Indian culture, another phenomenon occurs where several family members contribute to the purchase of various products and pool financial resources, this shows the great role that the family has in the Indian consumer. The important factor that affects the behavior of a consumer is the level of variability. In a country where the level of variability is high, it will result in the acceptance of many behaviors and attitudes, which would increase the probability of consuming a variety of products, while in collectivistic cultures the level of variability is low. In cultures such as Japanese and Chinese the consumer is influenced by the consumption that other consumers make to buy a product, while in the UK and USA, the consumer is more individual where he consumes more products according to personal preferences.

Based on products related to cleanliness in countries like the USA, more importance is given, where the liquid soap market is 16 billion dollars. Consumers in the United States want their environments to be cleaner "beyond the limit". In poorer countries the element of cleanliness is not

taken into consideration and cleaning products are not in the focus of the consumer except the basic ones. This is evidenced in countries such as China and India where the lack of hygiene is evident, which shows that in these countries the culture for purchasing cleanliness products is at low levels, [18]. These show that culture influences consumer decision-making for different product categories. Whereas if we refer to a concrete product like Coca-Cola, it is personified as a product that represents American culture, which connects this product with the elements that represent American culture, in this case, we have the example of how a product is attached to the culture of a country and thus is represented internationally, the elements that connect this product with American culture are the "west", freedom and individualism, [19]. Besides the cultural aspect as an American product, Coca-Cola is personified as a product of everyday life. Another product that is related to and represents the culture of a country is tea, where in countries like China, England or India it is inseparable from the culture of these countries, just as wine in Italy is an inseparable element of the local culture, [20].

According to a study titled "Average Family" in 1978 it turned out that in the state of Georgia 3200 Coca Cola were consumed per year. Tea is a product that is consumed in many countries of the world, where the consumption of this product has been massified at high levels, this can be translated into "borrowing" of Chinese or English culture, where this product may have become part of the culture of individuals different, where the customer's focus is the added value of this product, [21] apart from the fact that this product is part of the consumer as a consumption product, this product is part of the culture of these countries and as a product of production, where the majority of farmers in these countries have it as part of their culture as a product of production and survival, [22]. The "power" of the culture is evidenced in the fact that the consumption of this product is no longer with plucked leaves in nature, but rather comes as an industrial product, that is, apart from the fact that this product has been transformed and has come in a processed form compared to the form initial, again the consumer does not give up and has part of his culture, [23]. However, the evidence for the consumption of tea based on its qualities and added value is at a low level, [24], which shows that the consumption of this product is more related to culture than to the values of the product,

[25]. This fact shows that the power of culture in influencing consumer behavior is high, [26].

2 Methodology

2.1 Research Questions

This paper aims to give answers to the following research questions:

1. How much does religious affiliation affect beer consumption?
2. How much religious Beer consumption is influenced by the ethnic community
3. How much does religious affiliation affect beer consumption?
4. How much information about Bavaria 0.0% affects the consumption of beer?
5. How much does price affect the consumption of Bavaria beer 0.0% alcohol?

2.2 Research Method

The study was conducted in the period January 2020 to February. Where the number of respondents is 286. The respondents were surveyed online. The main instrument for collecting data is the questionnaire, consisting of 21 questions. For data analysis correlation, Regression, and Anova analysis were applied. The coefficient on which data analysis is supported is Pearson, R2, sig value.

2.3 Data Analysis

The research aims to explore the perceptions and opinions of the respondents. The primary data collected tend to evaluate consumers as rational. The survey questionnaire consisted of questions on a Likert scale of 1 to 5 where 1- represents not at all, 2- little, 3-neutral, 4-many, and 5- extremely much.

The reliability analysis based on the Cronbach Alpha test and Chi-square test was used to test the hypotheses and the statistical program SPSS 24 for data processing and analysis.

2.4 Research Limitations

The limits of the study have to do with the number of the population included in the study, as not all of the population was included in the study, another limit is that only consumers who bought the product Bavaria 0.0% alcohol were not included in the study. Another limitation of the study is that the consumers who were

included in the study may change their preferences for beer consumption.

3 Data Analysis and Research Findings

Table 2. Correlation between beer consumption and ethnic community

H1: Beer consumption is influenced by the ethnic community

Correlations

	Which ethnic community do you belong to?	Do you drink beer?
Which ethnic community do you belong to?	1	.173
Pearson Correlation		.114
Sig. (2-tailed)		
N	286	286
Do you drink beer?	.173	1
Pearson Correlation		.114
Sig. (2-tailed)		
N	286	286

Based on Table 2, the more a consumer is part of an ethnic community, the more beer a consumer consumes, and the less he is part of an ethnic community, the less beer a consumer consumes, so beer consumption depends on the ethnic community. It turned out that the Pearson coefficient is (0.173), an element that shows that have a weak positive relationship. The hypothesis falls down because the sig value is greater than 5%, which shows that the consumption of beer by Albanian consumers does not depend on whether or not they are part of an ethnic community, so it is more of an individual element, in this case, this element of culture does not affect the consumption of beer, the ethnic factor is not related to the consumption of beer.

Table 3. Correlation between beer consumption and religious community

H2: religious affiliation affects beer consumption

	Do you drink beer?	Which religious community do you belong to?
Do you drink beer?	1	-.137
Pearson Correlation		.309
Sig. (2-tailed)		
N	286	286
Which religious community do you belong to?	-.137	1
Pearson Correlation		.309
Sig. (2-tailed)		
N	286	286

Based on Table 3, the more a consumer has a religious affiliation that allows the consumption of alcohol, the more beer is consumed, and the more he has a religious affiliation that does not allow the consumption of alcohol, the less alcohol is consumed. It turned out that the Pearson coefficient is (-0.137), an element that shows that we have a weak negative relationship. The hypothesis falls down because its value is greater than 5%, which shows that the consumption of beer does not decrease or increase based on religious affiliation, this is also related to the fact that the individuals studied follow the rituals and norms of the religions that they belong This shows that it is more a personal choice of consumers and that this depends on how pious a consumer is for the religion he belongs to, also here individuals who consume 0% alcohol beer are not excluded.

Table 4. Correlation between beer consumption and information about Bavaria's 0.0% alcohol

H3: information about Bavaria 0.0% affects the consumption of beer

Correlations

	Have you heard about Bavaria's 0.0% alcohol	Do you drink beer?
Have you heard about Bavaria's 0.0% alcohol	1	-.085
Pearson Correlation		.532
Sig. (2-tailed)		
N	156	156
Do you drink beer?	-.085	1
Pearson Correlation		.532
Sig. (2-tailed)		
N	156	286

Based on Table 4, the consumer who consumes beer may or may not have information about Bavaria 0.0% beer. It turned out that the Pearson coefficient is (- 0.085), a very weak negative relationship, which shows that the more a consumer consumes beer, the less information he has, which shows that there is little interest in Bavaria Beer 0.0% and the less beer he consumes the more information there is about Bavaria beer 0.0% alcohol, the more interest it shows, an element that shows that the consumer who does not drink beer is more informed about Bavaria 0.0% beer. It should be emphasized that interest or lack of interest does not translate into the purchase of the

product. Hypothesis 3 is rejected because the sig value is greater than 5%. This shows that the information a consumer has about Bavaria 0.0% beer is not affected by the fact that the consumer consumes beer or not.

Table 5. Correlation between price and Bavaria beer 0.0% alcohol consumption
H4: price affects the consumption of Bavaria beer 0.0% alcohol

Correlations		
	Have you consumed Bavaria 0.0% alcohol?	What price do you usually buy a beer?
Have you consumed Bavaria 0.0% alcohol?	1	.087
		.523
	156	156
What price do you usually buy a beer?	.087	1
	.523	
	156	156

Based on Table 5 the higher the price of the product Bavaria 0.0% alcohol, the more or less the product is consumed, and the lower the price of the product, the more or less the product is consumed. The Pearson coefficient is 0.087 resulted in a very weak positive relationship, which shows that the more Bavaria Beer 0.0% alcohol is consumed, the more important the price is, but this fact depends on whether the most important price for consumers is low or high. Hypothesis 4 is rejected because the value of sig is greater than 5%. This shows that the price of the product does not affect the consumption of Bavaria's 0.0% beer, but the consumption of the product depends on other factors and not on the price.

Based on Table 6 the more information the consumer has about Bavaria 0.0% alcohol beer, the more it is consumed, and the less information there is, the less Bavaria 0.0% alcohol is consumed. The Pearson coefficient has resulted in 0.157 positive and weak correlation, an element that shows that the more the information increases, the more the consumption increases, and the less information there is about Bavaria 0.0% beer, the less it is consumed. Hypothesis 5 falls down because the sig value is not smaller than 5%, which shows that the information or

not about Bavaria 0.0 beer % alcohol does not affect consumption of Bavaria 0.0% alcohol.

Table 6. information about Bavaria 0.0% affects the consumption of Bavaria 0.0%
H5: information about Bavaria 0.0% affects the consumption of Bavaria 0.0%

Correlations		
	Have you tried Bavaria 0.0% alcohol?	Have you heard about Bavaria's 0.0% alcohol
Have you tried Bavaria 0.0% alcohol?	1	.157
		.361
	136	136
Have you heard about Bavaria's 0.0% alcohol	.157	1
	.361	
	156	156

Table 7. Correlation between gender and alcohol level of beer
H6: Gender affects the alcohol level of beer consumption

Correlations		
	What gender do you belong to?	The percentage of alcohol in the beer you consume?
What gender do you belong to?	1	-.074
		.586
	286	157
The percentage of alcohol in the beer you consume?	-.074	1
	.586	
	157	157

Based on Table 7 the variability of gender affects the level of alcohol in the beer consumed by consumers. The Pearson coefficient has resulted (-0.74), a weak negative relationship. This shows that the different level of alcohol in beer is not affected by the variability of gender. So, gender is not related to

the alcohol level in the beer product. Hypothesis 6 falls down because the sig value is greater than 5%, so it shows that the alcohol level in the beer product is not related to gender.

Table 8. Correlation between gender and nonconsumption of beer

H7: the possibility of gender difference to the non-consumption of Bavaria beer with 0.0% alcohol

Correlations

	What gender do you belong to?	Why don't you consume Bavaria 0.0%?
What gender do you belong to?	1	-.443*
Pearson Correlation		.016
Sig. (2-tailed)		
N	86	29
Why don't you consume Bavaria 0.0%?	-.443*	1
Pearson Correlation		.016
Sig. (2-tailed)		
N	29	29

*. Correlation is significant at the 0.05 level (2-tailed).

Based on Table 8 gender variability affects the non-consumption of beer. The Pearson coefficient has resulted in (-0.443) negative correlation. This element shows that the level of consumption of Bavaria 0.0% alcohol increases or decreases with the variability of gender. The hypothesis is accepted because the sig value is greater than 5%. This shows that the gender factor influences the non-consumption of Bavaria 0.0% alcohol beer, but it should be noted that which gender consumes more or less Bavaria 0.0% alcohol, and sub-segments within the segments of Bavaria beer non-consumers should also be identified to better understand that when gender changes, non-consumption increases.

Based on Table 9 the alcohol percentage affects the product test, so the element of alcohol percentage serves as an incentive in the product test. Hypothesis 8 falls down because it resulted in a null relationship where at its center is the fact that if the consumer tries Bavaria 0.0% alcohol, there is no incentive for the amount of alcohol.

Table 9. Correlation between percentage of alcohol in Bavaria beer 0.0% alcohol and the taste of the product

H8: The percentage of alcohol in Bavaria beer 0.0% alcohol affects the taste of the product

Correlations

	What is the percentage of alcohol in the beer you consume?	If you were given a Bavaria 0.0% alcohol, would you try it?
What is the percentage of alcohol in the beer you consume?	1	.a
Pearson Correlation		.0
Sig. (2-tailed)		
N	157	0
If you were given a Bavaria 0.0% alcohol, would you try it?	.a	.a
Pearson Correlation		.0
Sig. (2-tailed)		
N	0	55

Regression

The hypotheses on which the regression analysis was carried out

H9: Information about Bavaria beer alcohol affects the consumption of Bavaria 0.0%

H10: Being part of an ethnic community affects the consumption of Bavaria 0.0%

H11: being part of a religious community affects the consumption of Bavaria 0.0%

H12: the percentage of alcohol in beer affects the consumption of Bavaria 0.0%

Table 10. Regression model

Model Summary^b

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df 1	df 2	Sig. F Change	
1	.621 _a	.385	.149	.44062	.385	1.629	5	13	.221	1.675

a) Predictors: (Constant), information about Bavaria 0.0%, religious community, ethnic community, percentage of alcohol, reason for not proving Bavaria 0.0%

b) Dependent Variable: Bavaria 0.0% beer consumption

Table 11. ANOVA model
 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.581	5	.316	1.629	.021 ^b
Residual	2.524	13	.194		
Total	4.105	18			

a. *Dependent Variable: Bavaria 0.0% beer consumption*

b. *Predictors: (Constant), information about Bavaria 0.0%, religious community, ethnic community, percentage of alcohol, reason for not proving Bavaria 0.0%*

Based on Table 10 and Table 11, 62.1% of the dependent variable is explained by the independent variables. This shows that the equation obtained from the regression analysis is good to use for prediction. Based on their coefficients, it is important to apply since its value is greater than 5%. Also, the Durbin-Watson coefficient is 1.6, which shows that the equation is good for prediction because there is no autocorrelation.

The equation:

Consumption of Bavaria 0.0% alcohol = -1.505+ 0.240 x information about Bavaria 0.0% alcohol + 0.109 x religious community + 0.078 x ethnic community + (-0.375) x percentage of alcohol + (-0.038) x reason for not proving Bavaria 0.0%.

This shows that if we have all the independent variables zero, then the value of the dependent variable is -1.505 or (- 150.5%), so we have a decrease in the consumption of Bavaria 0.0%. This result is based on the value of the coefficient b0, which shows that there is a factor other that cause the decrease in the consumption of Bavaria beer with 0.0% alcohol. But if we assume that all independent variables are zero except for the information about Bavaria beer 0.0% and we increase the information variable about Bavaria beer 0.0% by 1%, then the consumption value of Bavaria 0.0% alcohol will increase by 24%, this shows that the impact of the information about Bavaria 0.0% alcohol is high for the consumption of Bavaria 0.0% alcohol if we assume that the independent variables are zero except for being part of a religious community, with a 1% increase of being part of a religious community then the consumption value of Bavaria 0.0% alcohol will increase by 10.9%, this also shows the importance of

being part of a religious community in the consumption of Bavaria 0.0% alcohol. If all the variables are zero except being part of an ethnic community, with the increase of this variable by 1%, then the consumption of beer will increase by 0.78%, which shows that the influence of the cultural factor on the consumption of beer is decreasing in the consumption of Bavaria 0.0%.

Table 12. Coefficients
 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	-1.505	.872		-1.726	.008
Have you heard about Bavaria's 0.0% alcohol	.240	.261	.211	.919	.045
Which religious community do you belong to?	.109	.101	.247	1.085	.037
Which ethnic community do you belong to?	.078	.061	.352	1.288	.020
What is the percentage of alcohol in the beer you consume?	-0.375	.165	-.585	-2.273	.041
What is the reason you won't try Bavaria beer 0.0% alcohol?	-.038	.161	-.055	-.236	.017

a. *Dependent Variable: Bavaria 0.0% beer consumption*

Based on Table 12 if all the factors except the percentage of alcohol in the beers consumed by the respondents are zero with the increase of 1% of this variable, then the consumption of Bavaria 0.0% will decrease by 37.5%, this shows that the percentage of alcohol 0% affects to a large extent in the consumption of this product, so this element is one of the main indicators of the consumption of this product. If all independent variables are zero except the reasons for not consuming Bavaria beer 0.0% alcohol, with an increase of 1% in the variable reasons for not consuming Bavaria beer 0.0%, the consumption of Bavaria beer 0.0% will decrease by 0.038%, this shows that the impact on reducing the consumption of Bavaria beer 0.0% alcohol is very

low, it also shows that the factors that increase non-consumption have very little influence with the reasons that increase consumption.

4 Conclusions

$b_0 = -0.1505$ $b_1 = 0.240$ $b_2 = 0.109$ $b_3 = 0.078$ $b_4 = -0.375$ $b_5 = -0.038$

The consumption of a product is influenced by many factors, but in the case of the study Bavaria Beer 0.0% has an element related to a cultural aspect such as religion and more specifically the Islamic religion where the consumption of alcohol is prohibited. This product has fulfilled a demand of a consumer segment where it is basically a cultural element, but it should be emphasized that this product can not necessarily be consumed by individuals who belong to the Muslim religion, but it can also be consumed by individuals who do not consume alcohol. In the study, the fact that the consumer belongs to a certain ethnic community does not affect the consumption of beer, this element shows that the consumption of beer is not related to the consumption of this product, but is more related to what the consumer wants than the consumer is influenced from the fact that this product is attached to a cultural element such as ethnicity. But the consumption of beer depends on the piety that a consumer has towards his religion and it also depends on the fact that the consumption of alcohol is allowed or not in the religion to which he belongs. Another fact that resulted from the correlation analysis is that the information that consumers have about Bavaria's 0.0% alcohol is not related to the consumption or not of the beer category. The price as a very important element in marketing does not affect the consumption of Bavaria 0.0%, this shows that the consumption of Bavaria 0.0% is more influenced by the consumer's personal tastes. Having or not having information about Bavaria beer 0.0% does not affect the consumption of information, this shows that the consumer consumes Beer Bavaria at 0.0% of his preferences. Gender is an element that can affect the consumption of alcoholic beverages, from the study, it was found that it is not affected by the level of alcohol in beer. Gender also affects the non-consumption of Bavaria beer 0.0% alcohol, an element that shows that the consumption of Bavaria 0.0% is more a personal choice and not influenced by gender. While the percentage of alcohol in the beer product does not affect the consumption of Bavaria 0.0%, this means that the alcohol element in a product does not affect

the consumption of Bavaria 0.0%, also the 0.0% alcohol element cannot be used as an incentive to consume this product cannot be used as a differentiating element. The regression equation is 62.1% significant, this is the level that the independent variables explain the dependent variables. The equation is good for prediction because it does not suffer from autocorrelation. The coefficient b_0 is -1.505, this element shows that other independent variables that were not included in the study negatively affect the consumption of Bavaria 0.0%. From the cultural factors such as ethnicity and religious affiliation, the influence on the consumption of beer Bavaria 0.0% is higher with the religion factor, while the ethnicity factor does not have any high influence, a part of the product is consumed by the religion factor, but the percentage is not insignificantly, there are other reasons why the consumer consumes this product. Information as a marketing factor and part of marketing strategies has a higher impact than the religion factor, which shows that the marketing elements oriented with the marketing strategy with the aim of informing the consumer have more impact on the consumption of Bavaria 0.0, that is, on the marketing communication strategies of the product Bavaria 0.0% alcohol should be based more on other elements that are not related to the religion factor. Also, the reasons for non-consumption do not have a big impact on the consumption of Bavaria 0.0% alcohol, the reasons for consumption without taking into account the influence of ethnicity and religion have a greater impact on consumption than the factors of non-consumption. The attachment of the Bavaria 0.0% product to the cultural factor of religion has not been the same in Albania. Taking into account the fact that the population in Albania belongs mostly to the Muslim religion, it also depends on whether the citizens of Albania are regular practitioners of the Islamic religion. So, the attachment of this product to the cultural factor as religion should be applied based on the piety that the individuals of the Muslim religion have, in countries where the practice of the Muslim religion is high, if the level of the practice of the Muslim religion in a country is low, then the strategies of Marketing should place more emphasis on the marketing element than on the cultural and religious element.

4.1 Future Research

Based on the study's conclusions, further research should be done to identify the indicators that should be taken as a basis, based on culture, that influence consumer behavior and that influence consumers in purchasing products. Also, identifying product categories that are more likely to be influenced by culture would be a very good research opportunity because there are many product categories in which culture cannot influence consumer behavior.

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- Dr. Gerti Dajçi conceptualized the article, interpreted the data, and revised them critically for important scientific content and for main findings and recommendations.
- Msc. Mateus Habili designed and performed the statistical analysis, collected the data, and contributed data analysis tools.
- Prof. Dr. Arjan Abazi was accountable for all aspects of the work in ensuring that questions related to the accuracy and integrity of any part of the work are appropriately investigated and resolved.

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