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Beer Choice in Moorea

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Protocol status: Working

We use this protocol and it's working

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Abstract

It seems like everywhere you go in Moorea someone is always holding a beer, and that beer is always Hinano Tahiti. Hinanos come either in small six-pack of cans, four-tall boys packs of can, and as bottles in a crate that holds twenty. The beer crates are by far the most sustainable financially and environmentally, however I could not help but notice the prevalence of empty Hinano cans on the beach and everywhere we went. This led to me wanting to investigate and look at how cans and bottles influence beer choice in Moorea and it also motivated me to look into the prominent beer manufacturer in French Polynesia, Hinano Tahiti, and their sustainability practices over the past decade and their future plans. This is will be done through a large sample size community survey and investigating the sales history of bottles to cans at supermarkets. To investigate Hinano Tahiti, I will conduct a literary review and if I do not find sufficient information, I will use another survey to garner local opinion on their sustainability practices and well as contact a representative of Hinano Tahiti. The expected results is that bottles are preferred by the public, however only by a small percentage. I think this small margin will be due to the fact that the cans, especially the tall boy cans are practical. In terms of Hinano Tahiti, they definitely could do better in terms of their sustainability practices, especially in this current decade, where the sustaining the environment is slowly coming to the forefront of issues.

Attachments



Screenshot 2024-04-1...

130KB

Guidelines

Everyone participating in the survey is 18 years or older.

The survey will be anonymous.

Materials

- Google Forms
- Paper
- Notebook
- Writing Utensil
- Google Translate



Survey

- 1 Create a survey in French. the questions will ask how much beer the participant drinks and which beer packaging (cans or bottles) the participant prefers and why.
- 2 Hand out the survey digitally or physically to around 500-1000 Moorea residents through local connections (Virihei).
- 3 From the time of handing out the surveys to getting them back, go to local supermarkets on Moorea and ask if I could see their sales record on beer.
- 4 Once I get results back from survey, review and analyze them. Compile them into a spreadsheet.
- 5 Compile the data from the supermarkets and compare the sales of beer bottles vs beer cans
- 6 After that compare the data from the supermarkets to the data from the survey to see if it correlates.
- 7 After comparing and investigating, come up with a conclusion on what influences the purchase of beer bottles and cans.

Follow-up

- 8 With results and conclusion in hand, brainstorm ideas on how to better incentivize the purchase of beer bottles, as they are more sustainable for the environment
- 9 Some ideas that come to mind are to make the beer crates available at more stores and also to make the bottles cheaper
- 10 Propose these ideas in my presentation.

Investigation into Hinano Tahiti

- 11 After concluding that section of the research project, I will turn to investigate the beer manufacturer, Hinano Tahiti



- 12 I will look into papers exploring their sustainability practices over time and their plans for the future.
- 13 If there is only minimal information about their sustainability practices, I will see if I could get in contact with their representative of their company and also garner public opinion on their sustainability practices through another survey
- 14 Analyze my findings and provide a report on the sustainability practices of Hinano Tahiti