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The role of packaging format, alcohol level and brand in consumer's choice of beer: A best-worst scaling multi-profile approach

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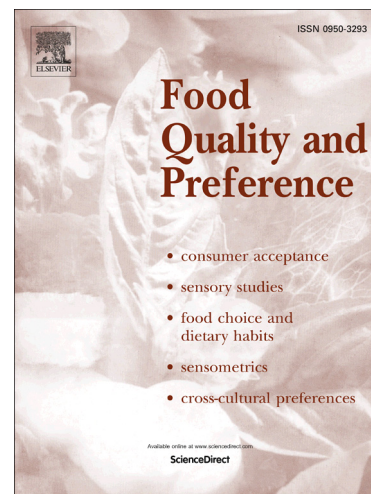
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1 Manuscript-Title page

2 **The role of packaging format, alcohol level and brand in consumer's choice of beer: A**  
3 **best-worst scaling multi-profile approach**

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