

## An analytical study of consumer behaviour towards marketing of alcoholic beverages in Aurangabad district

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### ABSTRACT

This research article explores the alcoholic beverage industry which has always remained under strict government control in terms of capacity creation, distribution and taxation. The detailed analysis of marketing, consumer behaviour and brand preferences of alcoholic beverages was carried out in Aurangabad district of Maharashtra state. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions. The article illustrates the analysis and interpretation of data. Finally it concludes with findings and recommendations of the study which may be utilized by the government of Maharashtra, alcohol beverage industry, researchers and academicians to access the ground realities and gives further scope for research.

**Key words :** Alcoholic beverage industry, Consumer behaviour

Alcohol has been widely consumed since prehistoric times by people around the world, as a component of the standard diet, for hygienic or medical reasons, for its relaxant and euphoric effects, for recreational purposes, for artistic inspiration, as aphrodisiacs and for other reasons. Some drinks have been invested with symbolic or religious significance suggesting the mystic use of alcohol, e.g. by Greco-Roman religion in the ecstatic rituals of Dionysus (also called Bacchus), god of wine and revelry; in the Christian Eucharist, and on the Jewish Shabbat and festivals.

In India, 'drinking' has remained a bad word, clubbed with the other vices. While the beer and liquor market continues to grow at an impressive rate even against an economic recession, the social stigma remains in place which manifests itself in anti-growth state policies.

United Breweries (UB), Shaw Wallacs and McDowell (part of UB group) presently dominate the liquor and beer market. The market on its part is set to undergo a sea change with the arrivals of MNCS. The structure of the industry is clearly influenced by the regulatory environment and the consequent fragmentation of markets. The regulatory framework covers all these categories. Besides these, there is a significant presence of illicitly brewed alcoholic beverages, which escapes the tax and regulatory net.

We can have a look at an overview of alcoholic beverage industry.

### The potable sector market:

- Indian made foreign liquor (IMFL) – Whisky, Rum, Brandy, Gin and Vodka -180 million cases p.a.
- Country liquor –222 million cases p.a.
- Beer (made from barley and malt)-170 million cases p.a.
- Wine domestic –1.5 million cases p.a.

### Objective of the study:

- To examine the factors influencing the consumer's choice of alcoholic beverages.
- To examine the level of awareness of the brands available.
- To study the behavioral aspects of the consumers such as frequency of consumption and quantity of consumption.
- To examine the effectiveness of surrogate advertisements prompted by liquor industry.

### Limitations of the study:

Customers may not always follow what they have always stated in their response. Thus, the degree of reliability of the responses can not always be taken as accurate and sound. The study is constrained with certain limitations stated as follows:

- The study is limited to Aurangabad district only.
- The period of study is limited.
- The survey findings cannot be construed as being representative of the opinion of the general society at large.
- People tend to hide certain information as may feel uncomfortable while disclosing such an information.

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