

## Consumer preference for different types and brands of breweries products

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### ABSTRACT

The use of alcohol as a drink is an age old story in India and it appears that the technique for fermentation and distillation was available even in the Vedic times. It was then called Somarasa and was used not only for its invigorating effect but also in worship. To date, not only has the consumption of alcohol been continued but it is an integral part of the Ayurvedic system of medicine also. The present paper makes an attempt to analyze the consumer preference for different types and brands of breweries products. The study revealed that maximum number of the respondents prefer beer *i.e.* 69 per cent, whiskey is preferred by 65 per cent, rum is preferred by 34 per cent, vodka is preferred by 30 per cent and wine is preferred by 5 per cent. The study revealed that consumption of breweries products is independent of the marital status, occupation and income level of the respondents. It was found that taste was the major factor influencing the selection of brands. Alcohol content is ranked as second. Consumer who prefers low alcohol content consumes beer and wine. Price of brand is ranked as third followed by friend choice and availability of brand.

**Key words :** Breweries products, Alcohol, Wine

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Liquor industry has always remained under strict governmental control in terms of capacity creation, distribution and taxation. While the overall public perception spells restraint, but it is the symbol of high life even in puritan India. The industry poses a dilemma to the State, borne by the temptation of large revenues, on one hand, and the embarrassment in giving encouragement to drinking, on the other.

Alcohol has been in use around the world in the Indian region for centuries. Its easy availability, in the recent years, as a common commodity has led to myriad problems affecting

the social and physical health of individuals and society. Efforts to tackle the problems have been piecemeal and fragmented resulting in a lack of direction and focus.

Alcoholic beverages are divided into three general classes: beers, wines, and spirits. Indian Liquor Industry with estimated market value of INR 340 billion is growing at 12-15 per cent over the last two years. The industry is estimated to have sold 115 million cases of IMFL last year. The sector is expected to maintain its CAGR of 15 per cent while the premium segment Wine and Vodka is expected to grow at a higher rate. With consolidation and foreign acquisitions gaining steam the sector is about to witness next phase with realization rising in line with that of their foreign counterparts.

This study is undertaken on consumer preference for different types and brands of breweries products as a typical case of vertical coordination. For this study, alcoholic beverages considered with the specific objectives: to study the consumer preference for breweries products and to study impact of social tab on consumption of breweries products.

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