

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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METHODOLOGY

This report, based on primary sources of information and data of recent years, focuses on multidimensional aspects of alcoholic beverages ranging from production to response. Specifically, it focuses on issues related to consumption pattern; health consequences; socioeconomic impact and response of the country toward control and prevention of harm.

The study was conducted in Bangalore, where alcoholic beverages consumption is more. Bangalore is the fastest growing metropolitan city in Asia. The population is highly heterogeneous with diverse cultured, regional, religious, speaking diverse languages, different food preference and economic background.

Thus, Bangalore city conglomeration covers an area of 8,005 square kilometers with a population of 50 lakh (2006-2007 survey). Because of the existence of various linguistic, religious and ethnic groups, it has been a very good marketing centre for launching new products. Bangalore is situated in the south-east part of Karnataka at an average elevation of 920 meters (3,018 feet). It is positioned at 12.97° N 77.56° E and covers an area of 2190 km². Bangalore district borders with Bangalore Rural and Chikkaballapura district in the north-east, Tumkur district in the north-west, Ramanagar district in the south-west and the neighbouring state of Tamil Nadu in the south-east.

Sampling procedure:

Discussions were held with the local consumers about the consumption of breweries products and the marketers as well about the breweries products consumed most in Bangalore city to gather information on the brands to be selected for the study. Based on the discussions, important breweries brands were chosen for the study.

Respondents from different consuming place, *viz.*, clubs, dhabas, bars and wine shops were selected, 25 respondents were taken from each consuming place were randomly selected to insure so that the consumer from different localities and both poor and rich classes are accommodated in the samples. The respondents were interviewed with pre-structured and pre-tested schedules.

Primary data:

Information on the following aspects was collected from 100 breweries products consumer from the different places like clubs, wine shop, dhabas and bars. The data was collected with regard to the following parameters and as the case may be:

- General information from individual respondents on their general characteristics.
- The type of breweries products consumed and their brand.

- Information regarding the quantity and frequency of breweries products consumed.
- Reasons for consuming alcoholic drinks.
- Breweries products attributes considered important by the consumer in their types and brand preference decisions.
- Satisfaction level with existing breweries brands.
- Information regarding the social barrier and give up consumption of breweries products.

ANALYSIS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

Consumer preference for different types and brands of breweries products:

Consumer preference for different types and brands of the breweries products is shown in Table 1. Majority of respondents preferred more than one brand. The results indicate that maximum number of the respondents prefer beer *i.e.* 69 respondent (69 %), whiskey is preferred by 65

Types	Brands	No. of consumer	Percentage	Total
Beer	Kingfisher	53	77	69
	Hayward	7	10	
	Foster	9	13	
Vodka	White Mischief	9	30	30
	Smirnoff	8	27	
	Romanovs	3	10	
	Shark Tooth	8	27	
	Imperial Blue	2	6	
Rum	Mc Dowell's	22	64	34
	Bacardi	4	12	
	Khodays	4	12	
	Old Monk	4	12	
Whisky	Royal Stag	21	32	65
	Signature	17	26	
	Royal Challenge	11	17	
	Mc Dowell's	6	9	
	Antiquity	2	3	
	Bagpiper	3	5	
	Black Dog	3	5	
	Director Special	2	2	
	Wine	Heritage	3	
Golconda		2	40	
Gin	-	0	0.00	0
Brandy	-	0	0.00	0
Total		203		203

respondents (65 %), rum is preferred by 34 respondents (34 %), vodka is preferred by 30 respondents (30%) and wine is preferred by 5 respondents (5 %). No respondents consume gin and brandy. In beer, significantly 77 per cent respondents of that preferred Kingfisher, followed by Foster and Hayward with 13 and 10 per cent. In vodka, there were many brands like White Mischief preferred by 9 respondents (30 per cent), Smirnoff by 8 respondents (27 per cent), Shark Tooth by 8 (27 per cent) respondents, Romanovs by 3 (10 per cent) respondents and Imperial blue by 2 (6 per cent) respondents. In rum, Mc Dowell's is leading and preferred by 22 (64 per cent) respondents; other brands like Bacardi, Khodays and Old Monk were preferred by 4 (12 per cent) respondents. In whisky, Royal Stag is leading and preferred by 21 (32 per cent) respondents, followed by Signature 17 (26 per cent) respondents, Royal Challenge by 11 (17 per cent) respondents, Mc Dowell's by 6 (9 per cent) respondents, Antiquity by 2 (3 per cent) respondents, Bagpiper by 3 (5 per cent) respondents, Black Dog by 3 (5 per cent) respondents and Director Special by 2 (3 per cent) respondents. Wine was preferred by only five respondents which have only 2 brands as preference; while Heritage has preferred by 3 (60 per cent) respondents and Golconda was preferred by 2 (40 per cent) respondents. No respondent preferred Gin and Brandy.

As the consumption preference changes according to the season therefore the preference for brands also changes from the respondents. Most of the respondents initiate consumption with friends for party, craziness or in tension like love failure. Maximum respondents were youth who prefer beer. Study area was a metro Politian city; therefore there was diversification of brands. Wine preference is very low because it is new to the market but slowly its consumption will increase as people's preference changes. Respondents usually stick to particular brands because of its taste and also not exposed to too many brands. In case, particular brand was not available or due to friend's choice respondent used to shift to another brands.

Influence of income level on consumption of breweries products:

Influence of income level on consumption of breweries products is shown in Table 2. Chi square test was used to test

Table 2 : Influence of income level on consumption of breweries products

Types	Income (lakh)					Total
	Below 2	2-3	3-4	4-5	Above 5	
Beer	16	23	23	4	3	69
Vodka	2	10	11	3	4	30
Rum	10	15	3	4	2	34
Whiskey	2	28	22	8	5	65
Total	30	76	59	19	14	198

Chi square test value= 0.009358

the independency of the income level on consumption of breweries products. Chi square test value for an income group and brand preference is 0.009358614 which is insignificant for 12 degrees of freedom at five per cent level of significance. This shows that consumption of breweries products is independent of the income level of the respondents. Income expenditure depends on the frequency of consumption and varies with brands and quantity of consumption. Respondents always drink with friends in parties.

Influence of marital status on consumption of breweries products:

Influence of marital status on consumption of breweries products is shown in Table 3. Chi square test was used to test the independency of the marital status on consumption of breweries products. Chi square value for marital status and brand preference is 0.683244 which is insignificant for 3 degrees of freedom at five per cent level of significance. This shows that consumption of breweries products is independent of the marital status of the respondents. Consumer initiates the drinking during college days which time they were unmarried.

Table 3 : Influence of marital status on consumption of breweries products

Types	Marital status		Total
	Married	Unmarried	
Beer	30	39	69
Vodka	12	18	30
Rum	16	18	34
Whiskey	35	30	65
Total	93	105	198

Chi square test value= 0.683244

Influence of occupation on consumption of breweries products:

Influence of occupation on consumption of breweries products is shown in Table 4. Chi square test was used to test the independency of the marital status on consumption of breweries products. Chi square value for occupation and brand preference is 0.054559 which is insignificant for 8 degrees of freedom at five per cent level of significance. This shows

Table 4 : Influence of occupation type on consumption of breweries products

Types	Occupation			Total
	Student	Employee	Business	
Beer	15	46	8	69
Vodka	5	16	9	30
Rum	9	23	2	34
Whiskey	6	46	13	65
Total	35	131	32	198

Chi square test value= 0.054559

that consumption of breweries products is independent of the occupation type of the respondents. Student respondents were consuming occasionally during birthday parties, weekends, New Year Eve and after declaration of exam results. Businessmen drinks during business parties to get relax and sleep well. Employee drinks with colleagues for pleasure and relaxation. Fallu *et al.* (2006) found that controlling for confounding, both volume of alcohol consumption and the frequency of binge drinking occasions were associated independently with alcohol-related problems (aggression/victimization) on the individual level.

Parameters influencing the selection of brand by sample respondents:

Parameters influencing the selection of brand by sample respondents are shown in Table 5. Based on the Garret's score, it was found that taste (Garret score 96) was the major factor influencing the selection of brands Alcohol content's garret score is 91 and ranked as second. Alcohol content is same in other beverages than beer and wine. Consumer who prefers low alcohol content consumes beer and wine. Price of brand's garret score is 88 and ranked as third, friend's choice's garret score 85 and ranked as fourth. Availability of brand's garret score is 84 and ranked as fifth. Therefore, it is taste which decides the preference of brand. Some prefer low alcohol content due to health conscious.

Table 5 : Parameters influencing the selection of brand

Sr. No.	Parameters	Garret score	Rank
1.	Taste	96	I
2.	Alcohol content	91	II
3.	Price of the brand	88	III
4.	Friends choice	85	IV
5.	Availability of the brand	84	V

Consumer satisfaction for different breweries products:

The consumer satisfaction level for different breweries products is shown in Table 6. It shows that 95 per cent respondents were satisfied with existing breweries brands and five per cent respondents were not satisfied with the existing breweries brands. Out of total respondents, 69 respondents

Table 6 : Consumer satisfaction for different breweries products

	Satisfied	Unsatisfied	Total
Total	95	5	100
Beer	69	31	100
Vodka	30	70	100
Rum	34	66	100
Whiskey	65	35	100
Wine	5	95	100

Social tab on consumption of breweries products

were satisfied with existing beer brands. 30 respondents were satisfied with existing vodka brands. 34 respondents were satisfied with existing Rum brands. 65 respondents were satisfied with existing Whiskey and 5 respondents were satisfied with existing wine brands.

Impact of social tab on consumption of breweries products:

Factors restricting the consumption of breweries products by respondents are shown in Table 7. Income is the constraint as preferred by 10 (10 per cent) respondents, while health is limitation for 14(14 per cent) respondents. Age and community barrier is restricted to 15 (15 per cent) and 43 (43 per cent) respondents, respectively. Friends and family barrier is restricted to 12 (12 per cent) and 70 (70 per cent) respondents, respectively. 1 unit increase/ decrease in the family will cause 0.984unit increase/ decrease in the response. That means this tab has serious impact on the consumption of breweries products.

Table 7 : Factor restricting the consumption of breweries products by respondents

Factors	Yes	No	Total
Income constraint	10	90	100
Health	14	86	100
Age	15	85	100
Community	43	57	100
Friends	12	88	100
Family	70	30	100

Willingness of respondents to give up consumption of breweries product:

Willingness of the respondents to give up consumption of breweries products is shown in Table 8. This showed that among respondents, in student segment none was willing to give up consumption of breweries product. In employee, 8.7 per cent were willing to give up consumption of breweries products while 91.3 per cent of them were not willing to give up consumption of breweries products. In business class, 12.5 per cent were willing to give up consumption of breweries products and 87.5 per cent were not willing to give up

Occupation	Willingness to give up		Total
	Yes	No	
Student	0	15 (100)	15
Employee	6 (8.70)	63 (91.30)	69
Business	2 (12.5)	14 (87.5)	16
Total	8	92	100

consumption of breweries products.

Conclusion and Implications:

- Government may make possessing of license mandatory for purchase and consumption of liquor and minimum age to be fixed at 25 years.
- Mass media educational campaigns, school based education shall be made mandatory on the ill effect of alcohol consumption. Educate, encourage and support current consumers to reduce excessive alcohol consumption and shift to mild drinks like beer and wine.

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