

A study on perception of customers with reference to alcoholic beverages

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Abstract:

Since the dawn of recorded history, humans have consumed alcoholic beverages. Alcohol use trends are continually changing around the world, and alcohol is now widely available. Research has greatly aided our understanding of the relationship between alcohol intake and certain disorders, demonstrating that the relationship between alcohol consumption and health outcomes is complex and diverse. Increases in the average amount of alcohol consumed are expected in the world's most populated regions, including Southeast Asia and India. Alcohol consumption patterns appear to be influenced by cultural differences. An alcoholic beverage is one of the most prominent products of global addiction demand. Alcohol consumption is a major problem in developing countries like India because of various socio-cultural practises across the country, different alcohol policies and practises across the various states, lack of community awareness of alcohol-related problems, false mass media propaganda about alcohol use, various alcohol drinking patterns among the alcohol consumers, and the emergence of social drinking as a habit due to widespread urbanization. To minimise alcohol consumption, states must enact stringent alcohol rules, and consumers must be taught about the different detrimental effects of alcohol usage and the effects it can have on their mind, body, and soul. Furthermore, alcohol is associated to a number of diseases whose worldwide burden is expected to rise in the coming years. The goal of this review of the scientific literature is to analyse recent data in the realm of alcohol related risk information preferences and consumer perceptions. As a result, policies with focused harm reduction measures are appropriate to apply. From a public health standpoint, there is a critical need for regular means of coordination in which the prevention of alcohol-related problems is fully considered in policy decisions about alcohol control and regulation in the market for alcoholic beverages. Alcohol consumption is influenced by economic, social, religious, and traditional forces in different parts of the world; as a result, countries differ significantly in the amount and type of alcohol consumed. India has the world's largest youth population, which is being influenced by external forces and is using alcohol at an alarmingly high rate and at a younger age.

Key words:

Consumer perception, alcoholic beverages, policy decisions, socio-cultural practices

1. Introduction:

The impressions of food goods among consumers are difficult to define. A range of elements influence food perception, including sensory characteristics like colour, taste, and fragrance, as well as expectations and cognitive techniques. Product perception can be influenced by a variety of elements, including physiological, psychological, biological, and even socio-cultural characteristics. Although consumer perception of wine is frequently linked to its fundamental quality, it is dynamic and complex, and there are sometimes discrepancies between what people perceive and how they react. Traditional techniques such as descriptive analysis have been used to disclose the detectable sensory qualities of foods and beverages. Consumer-driven evaluations are currently being utilised to get direct data using consumer jargon, which is generally more intelligible than terms used by trained panels. One of the most important variables influencing consumer views is familiarity. Product familiarity was defined as a consumer's subjective assessment of a product based on their subjective knowledge of the product. The degree of previous exposure to the focal product influences familiarity, which impacts acceptability and preference. When it comes to recognised products, consumers may quickly detect and accept key product attributes, whereas unexpected products may be more difficult. Consumers are generally hesitant to try new foods due to a lack of knowledge and comprehension of the product, which may lead to decreased consumption intentions as a result of lower

expectations. Consumer choices for food products are influenced by their taste experiences as well as those of their peers.

Integrating consuming experience into food preference study may allow researchers to see consumers' real perceptions. Wine is one of the most explored and discussed beverages in the literature. It is an alcoholic beverage made from the fermentation of *Vitis vinifera*. This could be due to the complexity of wine unwontedness traits caused by different brand, style, type, or even price. Wine, in instance, is a multifaceted product with several sensory characteristics and multidimensional elements such as colour, fragrance, flavour, and mouth feel. As a result, several wine sensory studies have been done in recent decades to better understand how consumers have perceived and interpreted wine. Consumers' familiarity with culture, experience, knowledge, or exposure may have an impact on red wine, which has a wide sensory diversity. Wine consumption is rising around the world, and imports and consumption in Korea have increased as well. In contrast to the rising trend of wine consumption, little studies have been undertaken on sensory scientific study into Korean consumers' perceptions of wine. Sensory scientists utilise a variety of methodologies to learn how customers perceive product qualities. In recent years, unique and rapid procedures have acquired popularity among the different methodologies. Check-all-that-apply (CATA) is a popular method for describing and distinguishing samples based on the features that consumers perceive. CATA questions are made up of predefined sensory descriptors, and participants must choose all of them to accurately describe samples. This approach has a number of benefits, including simplicity, ease of use, and quick response time. Furthermore, CATA data is thought to be reliable and repeatable. However, CATA's binary response has a drawback in that it does not allow for the measurement of attribute intensity. Due to this limitation, intensities such as CATA with intensity or rate-all-that-apply were used (RATA). RATA, in particular, is thought to have the potential for intensity-based CATA variations, albeit this is debatable due to statistical analysis challenges. Consumer perceptions of wine, including intrinsic and extrinsic views, have been studied using consumer-based approaches such as CATA or RATA. These studies analysed the performance capabilities of different approaches or looked at how consumers characterised a certain group of wine samples. Consumer acceptance of wine has been studied in terms of sensory factors that influence preference. However, few studies have been undertaken to increase our understanding of how consumer perceptions of wine differ based on their familiarity with the product, rather than their level of knowledge, experience, or education. The study's goals were to (i) determine which sensory approach is better for capturing consumer perceptions of wine with a complex flavour, taking into account the degree of familiarity; and (ii) discover which sensory method is better for capturing customer impressions of wine. The acceptability of wine among consumers was also assessed in order to compare disparities by consumer group. To acquire a better understanding of customers' perceptions of wine and their capacity to do the evaluation task, three characteristics were considered: (1) to investigate the relationship between perception and familiarity of wine by comparing acceptability and task performance ability of consumer subgroups by familiarity; (2) to find consumer segmentation by the acceptability of wine by focusing on discrimination ability, relations between CATA frequency and rated intensity, and sample configuration; and (3) to find consumer segmentation by the acceptability of wine by focusing on discrimination ability, relations between CATA frequency and rated intensity, and sample configuration.

Low-alcohol wine with extremely acceptable sensory qualities and a taste that is quite comparable to ordinary wine has come from innovations in the production process of low-alcohol wine. Only a little amount of research has been done on how consumers perceive and judge low-alcohol wine. According to research, the alcohol-related qualities in a wine's sensory profile can be regarded as what makes wine taste like wine simply by being exposed to them, resulting in a depreciation of wines with lower alcohol concentration due to the absence of the alcohol flavor. According to certain research, the expected quality of 'low-alcohol'-labeled wine was much worse than that of regular wine. However, neither under blind conditions nor when participants were aware they were drinking low-alcohol wine, taste evaluations of low-alcohol wines (9 percent alcohol) did not differ from ratings of conventional wines (13 percent alcohol) in the same study. Consumer perception is a marketing term that refers to a customer's perception, awareness, or consciousness of a firm or its

products. When a consumer first comes into contact with a product or brand, perception determines its meaning. A consumer's perception might be either good or negative. Customer perception refers to how customers choose, organize, and interpret information and stimuli linked to a brand, its products, and services, determining what they think and feel about them. A customer's impression of a product is formed when they see commercials, promotions, customer reviews, social media feedback, and so on. When a customer sees or learns about a particular product, the entire process of customer perception begins. This cycle repeats itself until the consumer develops an opinion about the product.

Review of Literature:

According to Benjarongkij (1999), the demographic approach is a rationale-based theory that describes how human behaviours are influenced by external circumstances. It was assumed that persons of various demographic backgrounds would act differently. This technique was pertinent to the social categories theory (Defleur & Bell-Rokeach, 1996), which indicated that a person's conduct was tied to their personal qualities or demographics, which may be used to describe people as a group (individuals with similar behaviour are often in the same group).

Furthermore, persons across large subgroups (such as age, classes, sex, socioeconomic, or educational class) reacted to the same stimuli in a comparable way. These demographics would have varying effects on behaviour, living, and product and/or service consumption. Male gender and perceived insufficient income were consistently positively associated with all six indicators of alcohol consumption, according to Ansari, Sebena, and Stock (2013), while other factors like living away from home, being in the first or second year of studies, having no intimate partner, and lower academic achievement were associated with some, but not all, indicators of alcohol consumption.

Swendsen, Conway, Degenhardt, Dierker Glantz, Jin, Merikangas, Sampson, and Kessler (2009) found significant associations between some baseline socio-demographic variables (young age, low education, non-white ethnicity, occupational status) and the subsequent onset of alcohol or drug dependence, but not others (sex, number of children, residential area). In terms of marketing, Kotler (2000) defined image as "the way people perceive the firm or its products as a result of a variety of circumstances under the control of the organisation." Image also referred to a mental image that a person has in response to the will of an organisation, institution, person, or operation. The images that came in this person's head could be the result of having a direct or indirect experience with their perception. The overall image of an organisation that an individual experienced or had impressive knowledge of, as well as feelings toward the agency or institution, was referred to as corporate image by the organization's action or behaviour, product management, and publicity, all of which played a role in the corporate image.

Wilks (1985) discovered that first-year university students had several drinking myths and had a poor understanding of how the body metabolizes alcohol. Perceptions of people who drank various popular forms of alcoholic and non-alcoholic beverages revealed stereotypes that matched images promoted by the media.

Objectives of the present study:

1. To study the alcohol beverage industry in India.
2. To study the Consumer Perception about alcoholic beverage products.
3. To know about the accessibility of alcoholic beverage products to the customers.
4. The study is to know the prevalence of alcohol consumption, pattern of drinking, and its effect on people's health and social consequences.
5. To study the programs made by the Government/NGO to create awareness about consumption of alcohol.

Need of the present study:

➤ The study considers the extent to which moderate levels of consumption are protective for some health conditions.

To study Alcohol beverage, use and misuse. Excessive alcohol use is an important risk factor for various diseases.

➤ To explore perceptions and determinants influencing alcohol beverage consumption, with a view to inform development of suitable

policies to control alcohol beverage consumption.

➤ To understand the relation between alcohol beverage consumption and health outcomes is complex and multidimensional.

➤ To study whether perception of the amount of alcohol beverage drinking by others is associated with one's own current drinking, and the factors that are related to this perception.

Scope of the present study

The scope of the study is to find out the perception and awareness of alcohol beverage consumption, the study is conducted to give awareness about effects of consumption of alcohol, to study alcohol industry, and to know the perception of customers. The survey was based on convenience sampling and the study is conducted only with intent of academic requirements. It is important to notice that awareness and side effects of alcoholic beverage consumption

Research Methodology for the present study

- Research type: Exploratory (Secondary data) and Conclusive (Descriptive)
- Sampling Technique: Convenience sampling.
- Sampling Size: 118
- Area of Research: Urban and Rural areas
- Sampling unit: Alcoholic beverage consumers and are above age 21 years
- Time duration: Two months

SWOT ANALYSIS FOR ALCOHOLIC BEVERAGE INDUSTRY

Strengths:

- Recession proof industry.
- India is an attractive market for spirits.
- Favorable demographics.

Weakness:

- Multiplicity of taxes.
- Ban on advertising.
- Interstate transfer fees on Molasses.
- Limited stock keeping unit (SKU) result in slower distribution expansion.

Opportunities:

- Low per capita consumption of alcohol in India - Room for Growth.
- Rising middle class.
- Increase in disposable income and discretionary spending.

Threats:

- Religious influence.
- Increasing competition.
- Increasing raw material costs.
- Inappropriate and Delay in Government policies.

Major aspects:

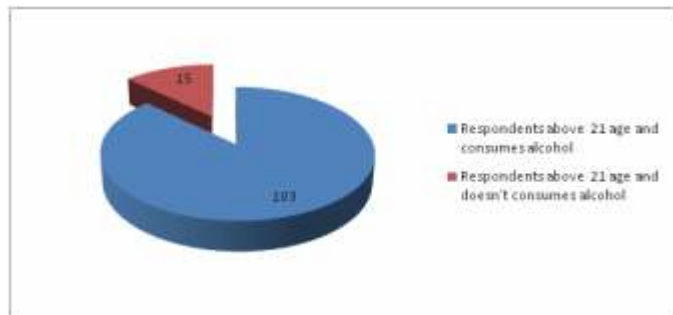
- India is one of the world's leading manufacturers of alcoholic beverages, accounting for 65 percent of global production and about 7% of imports into the region. Unrecorded alcohol production is difficult to assess precisely.
- The amount of alcohol produced in India between 2006 and 2007 is believed to be around 4 million liters. Sugarcane molasses is used to make the majority of the alcohol produced in India. In India, around 52 percent of the alcohol produced is for human use.
- Among the most popular alcoholic beverages, Indian-made foreign liquor and country liquor account for about 60 to 70% of overall beverage alcohol consumption. Traditional home-brewed beverages make up a significant portion of unrecorded consumption. In India, alcohol production, distribution, and sales are predominantly a state responsibility. Due to a number of limitations in existing excise rules, several Indian states produce substantially more alcohol than is required.
- A complex duty structure governs the sale, manufacture, and distribution of goods, which varies by state. Imported alcohol is taxed at a rate ranging from 100 percent to 500 percent.

- One of the most important sources of cash for governments is revenue creation.
- Due to the price elasticity of alcohol, consumption is not directly linked to taxation laws. Higher alcohol taxes imposed by successive governments have simply served to increase government income while having little effect on drinking patterns that show rising consumption levels.
- Until now, policies have mostly been supported with the goal of increasing taxes, rather than from a public health standpoint. In fact, s

1) Are you above age 21 and a alcoholic beverage consumer?

Sl No	Particulars	No of Respondents
1	Respondents above 21 age and consumes alcohol	103
2	Respondents above 21 age and doesn't consumes alcohol	15
	Total	118

Graph -1



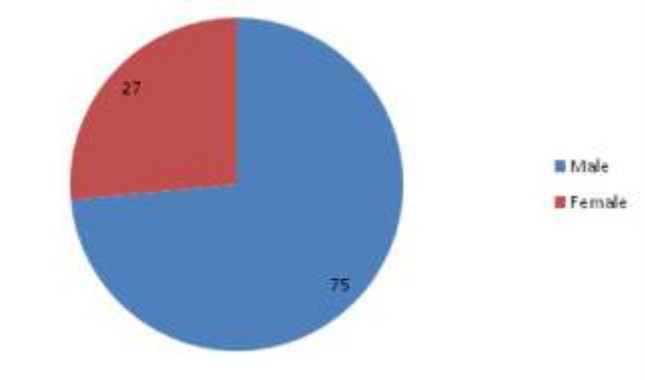
Interpretation:

From the above Table 1 and Graph 1, it is found that 86.6% of respondents are above age 21 years and consumes alcoholic beverages and 13.4% of respondents are above age 21 and doesn't consumes alcoholic beverages.

2) Gender

Sl No	Particulars	No of Respondents
1	Male	75
2	Female	27
	Total	103

Graph -2



Interpretation:

From the above Table 2 and Graph 2, it is found that 72.8% respondents are male and 26.2% are female respondents

3) Location

Sl No	Particulars	No of Respondents
1	Urban	83
2	Rural	20
	Total	103

Graph -3



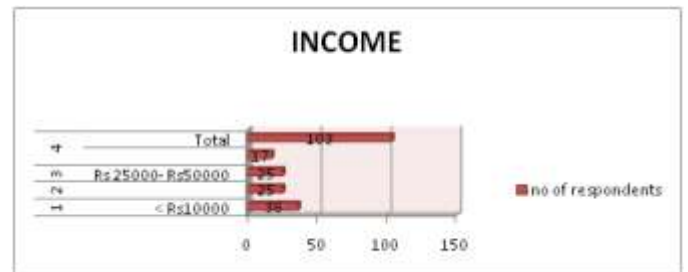
Interpretation:

From the above Table 3 and Graph 3, it is found that 80.6% of respondents are from urban location and 19.4% of respondents are from rural location.

4) Monthly Income

Sl No	Income	No of Respondents
1	< Rs10000	36
2	Rs 10000 - Rs25000	25
3	Rs 25000- Rs50000	25
4	> Rs 50000	17
	Total	103

Graph - 4



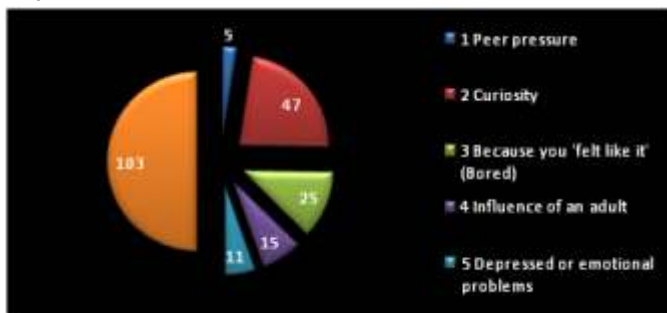
Interpretation:

From the above Table 4 and Graph 4, it is found that 35% of respondents have monthly income less than Rs 10000, 24.3% of respondents have monthly income about Rs 10000 - Rs 25000, 24.3% respondents have monthly income about Rs25000-Rs50000, and 16.5% have monthly income more than Rs 50000.

5) Why did you start consuming alcoholic beverage? Pick one

Sl No	Reason of Consumption	No of Respondents
1	Peer pressure	5
2	Curiosity	47
3	Because you 'felt like it' (Bored)	25
4	Influence of an adult	15
5	Depressed or emotional problems	11
	Total	103

Graph -5



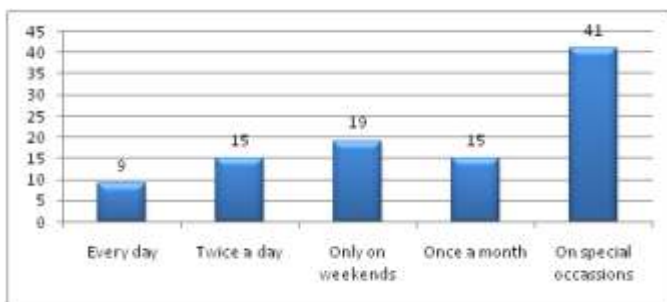
Interpretation:

From the above Table 5 and Graph 5, it is found that 4.9% of respondents started consuming alcohol due to peer pressure, 45.6% of respondents were out of curios to start consuming alcohol, 24.3% of respondents felt like it (bored) and started consuming, 14.6% of respondents were influenced by an adult to start consuming alcoholic beverages and 10.7% of respondents started consuming alcohol due to emotional problems or were depressed.

6) How often do you drink?

Sl No	Perticular	No of Respondents
1	Every day	9
2	Twice a day	14
3	Only on weekends	19
4	Once a month	15
5	On special occasions	34
	Total	91

Graph - 6



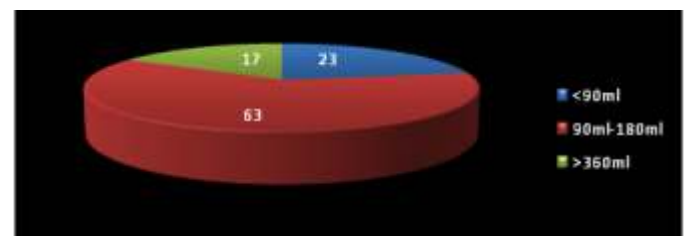
Interpretation:

From the above Table 6 and Graph 6, it is found that 8.7% respondents consume alcohol every day, 14.6% of respondents consume alcohol twice a week , 18.4% of respondents consume alcoholic beverages only on weekends , 18.4% of respondents consume once a month, and 39.8% of respondents consume on special occasions.

7) Normally the quantity of alcoholic beverage do you consume at a time?

Sl No	Quantity of Alcoholic drinks	No of Respondents
1	<90ml	23
2	90ml-180ml	63
3	>360ml	17
	Total	103

Graph - 7



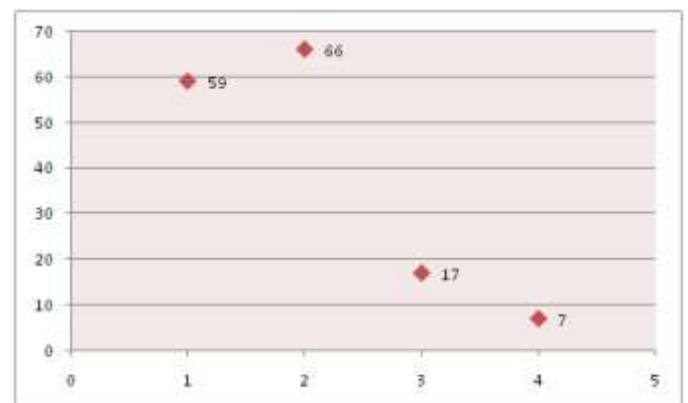
INTERPRETATION:

From the above Table 7 and Graph 7, it is found that 22.3% of respondents consume less than 90ml of alcoholic beverage at a time, 61.2% of respondents consume about 90ml-180ml of alcoholic beverage at a time, and 16.5% of respondents consume more than 360ml.

8) Who influenced you for consuming alcoholic beverage every time?

Sl No	Perticular	No of Respondents
1	Self-interest/Curiosity	59
2	Friends	66
3	Colleagues	17
4	Relatives	7
	Total	103

Graph - 8



Interpretation:

From the above Table 8 and Graph 8, it is found that 57.3% of respondents are self interested while consuming alcoholic beverages every time when they consume, 64.1% of respondents are influenced by friends , 16.5% of respondents are influenced by colleagues and 6.8% are influenced by relatives while consuming alcoholic beverages every time when they consume.

9) Where do you buy alcoholic beverage ?

Sl No	Perticular	No of Respondents
1	Liquor stores	70
2	Bar and Restaurants	65
3	Online	6

Graph - 9



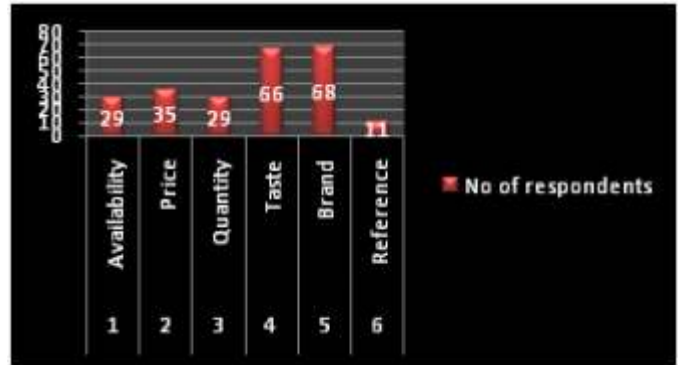
Interpretation:

From the above Table 9 and Graph 9, it is found that 68% of respondents purchase alcoholic beverages from liquor stores, 63.1% of respondents purchase alcoholic beverages from restaurants and bar, and 5.8% of respondents purchase online.

10) What are the factors considered on purchase of alcoholic beverage for personal consumption?

Sl No	Perticular	No of Respondents
1	Availability	29
2	Price	35
3	Quantity	29
4	Taste	66
5	Brand	68
6	Reference	11

Graph - 10



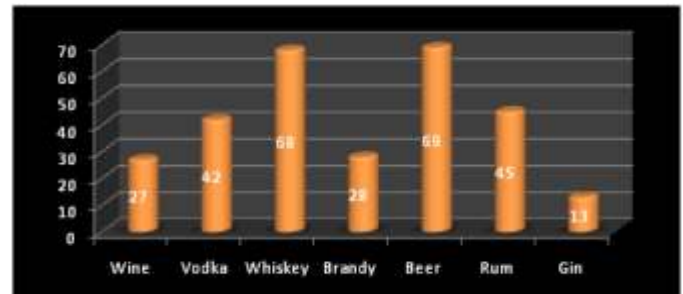
Interpretation:

From the above Table 10 and Graph 10, it is found that 28.2% of respondents consider Availability as important factor on purchase of alcoholic beverage for personal consumption, 34% of respondents consider Price as an important on purchase of alcoholic beverage for personal consumption, 28.2% of respondents consider Quantity on purchase of alcoholic beverage for personal consumption, 64.1% of respondents consider Taste as an important factor on purchase of alcoholic beverage for personal consumption, 66% of respondents consider Brand as an important factor on purchase of alcoholic beverage for personal consumption, and 10.7% of respondents consider Reference as an important factor on purchase of alcoholic beverage for personal consumption.

11) What is your choice of alcoholic beverage ?

Sl No	Perticular	No of Respondents
1	Wine	27
2	Vodka	42
3	Whiskey	68
4	Brandy	28
5	Beer	69
6	Rum	45
7	Gin	13

Graph - 11



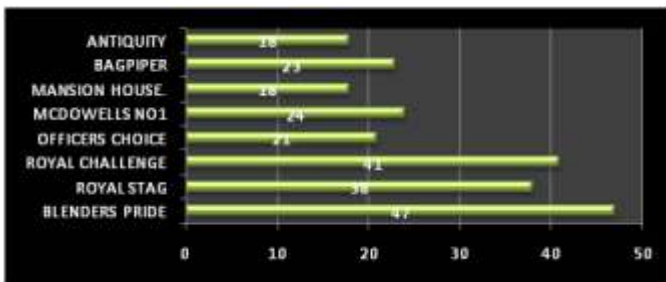
Interpretation:

From the above Table 11 and Graph 11, it is found that 26.6% of respondents prefer wine, 40.8% of respondents prefer vodka, 66% of respondents prefer whiskey, 27.2% of respondents prefer brandy, 67% of respondents prefer beer, 43.7% of respondents prefer rum, 12.6% of respondents prefer gin.

12) Which is your preferred brand?

Sl No	Perticular	No of Respondents
1	BLENDERS PRIDE	47
2	ROYAL STAG	38
3	ROYAL CHALLENGE	41
4	OFFICERS CHOICE	21
5	MCDOWELLS NO1	24
6	MANSION HOUSE.	18
7	BAGPIPER	23
8	ANTIQUITY	18

Graph - 12



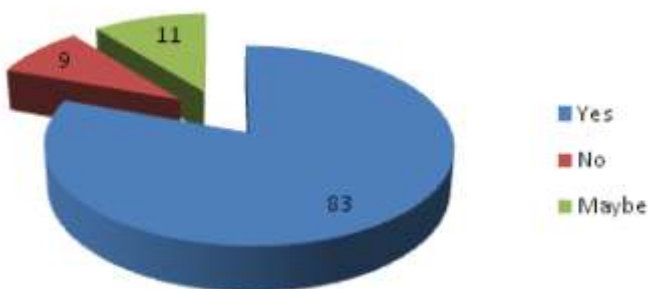
Interpretation:

From the above Table 12 and Graph 12, it is found that 45.6% of respondents prefer Blenders pride, 36.9% of respondents prefer Royal Challenge, 39.8% of respondents prefer Royal Stag, 20.4% of respondents prefer Officers Choice, 23.3% of respondents prefer McDowell's No.1, 17.5% of respondents prefer Mansion house, 22.3% of respondents prefer Bagpiper, and 17.5% of respondents prefer Antiquity.

13) Are you aware about side effects of alcoholic beverage consumption?

Sl No	Perticular	No of Respondents
1	Yes	83
2	No	9
3	Maybe	11

Graph - 13



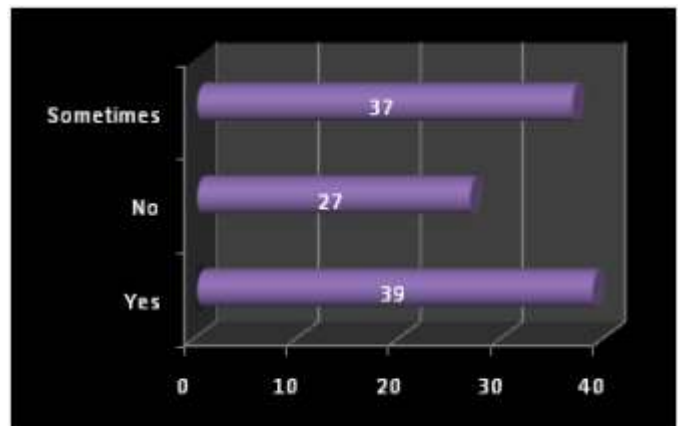
Interpretation:

From the above Table 13 and Graph 13, it is found that 80.6% of respondents are aware about the side effects of alcohol consumption, 8.7% of respondents are not aware about the side effects of alcohol consumption, and 10.7% of respondents may or may not be aware of alcoholic consumption.

14) Do you ever drink to get drunk?

Sl No	Perticular	No of Respondents
1	Yes	39
2	No	27
3	Sometimes	37
	Total	103

Graph - 14



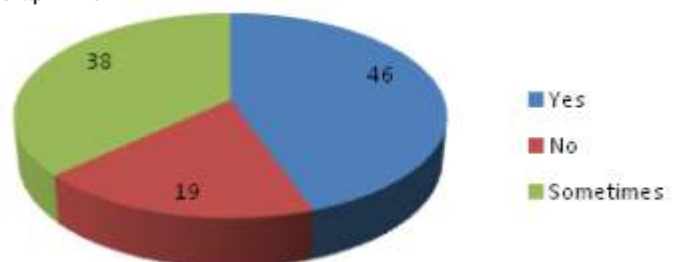
Interpretation:

From the above Table 14 and Graph 14, it is found that 37.9% of respondents drink to get drunk, 26.2% of respondents doesn't drink to get drunk, and 35.9% of respondents sometimes drink to get drunk.

15) Do you drink alcoholic beverage to feel good/to function better?

Sl No	Perticular	No of Respondents
1	Yes	46
2	No	19
3	Sometimes	38
	Total	103

Graph - 15



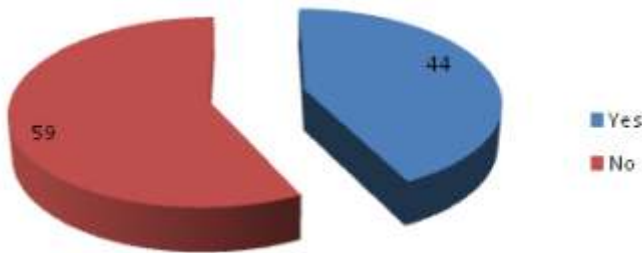
Interpretation:

From the above Table 15 and Graph 15, it is found that 44.7% of respondents drink alcoholic beverages to feel good or function better, 18.4% of respondents doesn't drink alcoholic beverages to function better or feel good, 36.9% of respondents sometimes consume alcoholic beverages to feel good or function better.

16) Do you have a history of alcoholic beverage problems in your family?

Sl No	Perticular	No of Respondents
1	Yes	44
2	No	59
	Total	103

Graph - 16



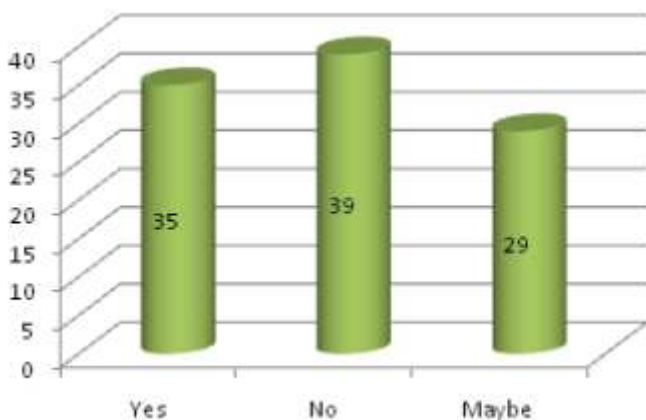
Interpretation:

From the above Table 16 and Graph 16, it is found that 42.7% of respondents have a history of alcoholic beverage problems in their family 57.3% of respondents doesn't have a history of alcoholic beverage problems in their family.

17) Do you drink alcoholic beverage to escape pain, either physical or emotional?

Sl No	Perticular	No of Respondents
1	Yes	35
2	No	39
3	Maybe	29
	Total	103

Graph - 17



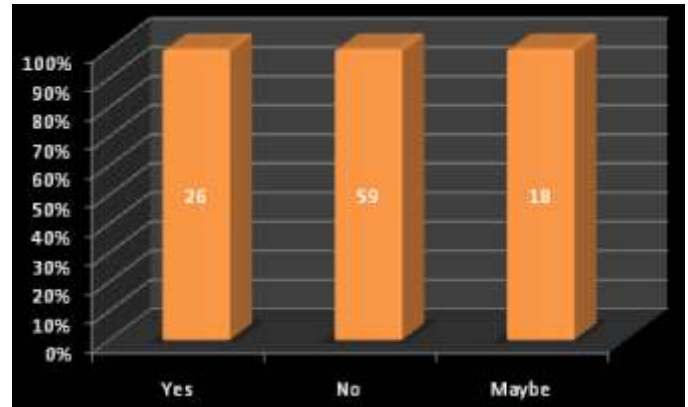
Interpretation:

From the above Table 17 and Graph 17, it is found that 34% of respondents drink alcoholic beverage to escape pain, either physical or emotional, 37.9% of respondents doesn't drink alcoholic beverage to escape pain, either physical or emotional, 28.2% of respondents may drink alcoholic beverage to escape pain, either physical or emotional or may not.

18) Was your alcoholic beverage drinking ever a reason to lose a relationship?

Sl No	Perticular	No of Respondents
1	Yes	35
2	No	39
3	Maybe	29
	Total	103

Graph - 18



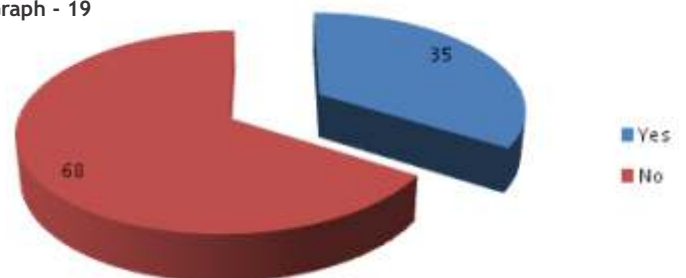
Interpretation:

From the above Table 18 and Graph 18, it is found that for 25.2% of respondent's alcoholic beverage drinking was a reason to lose a relationship, for 57.3% respondents alcoholic beverage drinking was not a reason to lose a relationship, and for 17.5% of respondents alcoholic beverage drinking was may or may not be a reason to lose a relationship.

19) Has your alcoholic beverage drinking ever caused problems at home?

Sl No	Perticular	No of Respondents
1	Yes	35
2	No	68
	Total	103

Graph - 19



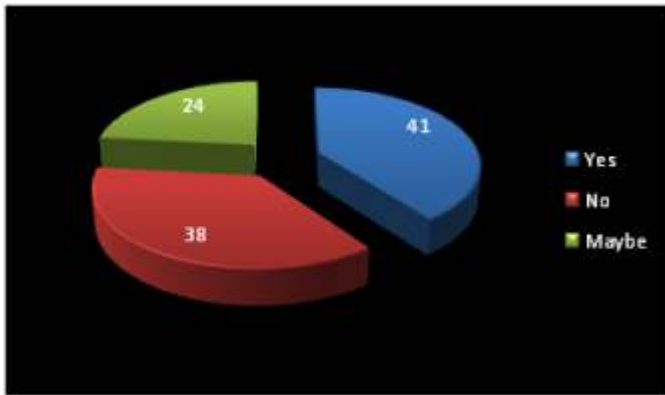
Interpretation:

From the above Table 19 and Graph 19, it is found that for 34% of respondents alcoholic beverage drinking caused problems at home, and for 66% of respondents alcoholic beverage drinking never caused problems at home.

20) Do you ever feel repent about your alcoholic beverage drinking?

Sl No	Particulars	No of Respondents
1	Yes	41
2	No	38
3	Maybe	24
	Total	103

Graph - 20



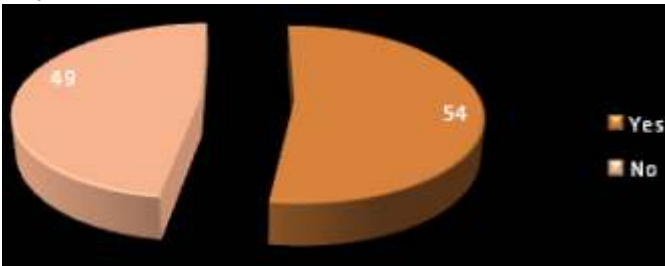
Interpretation:

From the above Table 20 and Graph 20, it is found that 39.8% of respondents feel repent about alcoholic beverage drinking, 36.9% of respondents feel repent about alcoholic beverage drinking, and 23.3% of respondents may feel repent about alcoholic beverage drinking or may not.

21) Have you ever passed out or experienced memory loss due to alcoholic beverage drinking?

Sl No	Particulars	No of Respondents
1	Yes	54
2	No	49
	Total	103

Graph - 21



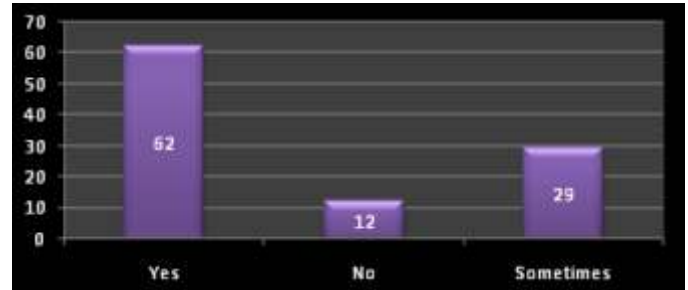
Interpretation:

From the above Table 21 and Graph 21, it is found that 52.4% of respondents passed out or experienced memory loss due to alcoholic beverage drinking and 47.6% of respondents did not pass out or experienced memory loss due to alcoholic beverage drinking.

22) Are you always able to stop alcoholic beverage drinking when you want to?

Sl No	Particulars	No of Respondents
1	Yes	62
2	No	12
3	Sometimes	29
	Total	103

Graph - 20



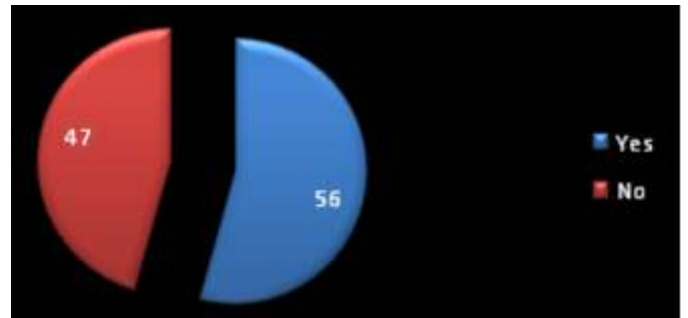
Interpretation:

From the above Table 22 and Graph 22, it is found that 60.2% of respondents are always able to stop alcoholic beverage drinking when they want to and 11.7% of respondents are not able to stop alcoholic beverage drinking when they want to and 28.2% of respondents may be able to stop alcoholic beverage drinking when they want to or may not.

23) Have you ever sought help to stop and quit your alcoholic beverage drinking?

Sl No	Particulars	No of Respondents
1	Yes	56
2	No	46
	Total	103

Graph - 23



Interpretation:

From the above Table 23 and Graph 23, it is found that 54.4% of respondents sought help to stop and quit your alcoholic beverage drinking and 45% respondents never sought help to stop and quit your alcoholic beverage drinking.

Findings of the study:

1. From the above Table 1 and Graph 1, it is found that 86.6% of respondents are above age 21 years and consumes alcoholic beverages and 13.4% of respondents are above age 21 and doesn't consume alcoholic beverages
2. From the above Table 2 and Graph 2, it is found that 72.8% respondents are male and 26.2% are female respondents.
3. From the above Table 3 and Graph 3, it is found that 80.6% of respondents are from urban location and 19.4% of respondents are from rural location.
4. From the above Table 4 and Graph 4, it is found that 35% of respondents have monthly income less than Rs 10000, 24.3% of respondents have monthly income about Rs 10000 - Rs 25000, 24.3% respondents have monthly income about Rs25000-Rs50000, and 16.5% have monthly income more than Rs50000.
5. From the above Table 5 and Graph 5, it is found that 4.9% of respondents started consuming alcohol due to peer pressure, 45.6% of respondents were out of curios to start consuming alcohol, 24.3% of respondents felt like it (bored) and started consuming, 14.6% of respondents were influenced by an adult to start consuming alcoholic beverages and 10.7% of respondents started consuming alcohol due to emotional problems or were depressed.
6. From the above Table 6 and Graph 6, it is found that 8.7% respondents consume alcohol every day, 14.6% of respondents consume alcohol twice a week, 18.4% of respondents consume alcoholic beverages only on weekends, 18.4% of respondents consume once a month, and 39.8% of respondents consume on special occasions.
7. From the above Table 7 and Graph 7, it is found that 22.3% of respondents consume less than 90ml of alcoholic beverage at a time, 61.2% of respondents consume about 90ml-180ml of alcoholic beverage at a time, and 16.5% of respondents consume more than 360ml.
8. From the above Table 8 and Graph 8, it is found that 57.3% of respondents are self-interested while consuming alcoholic beverages every time when they consume, 64.1% of respondents are influenced by friends, 16.5% of respondents are influenced by colleagues and 6.8% are influenced by relatives while consuming alcoholic beverages every time when they consume.
9. From the above Table 9 and Graph 9, it is found that 68% of respondents purchase alcoholic beverages from liquor stores, 63.1% of respondents purchase alcoholic beverages from restaurants and bar, and 5.8% of respondents purchase online.
10. From the above Table 10 and Graph 10, it is found that 28.2% of respondents consider Availability as important factor on purchase of alcoholic beverage for personal consumption, 34% of respondents consider Price as an important on purchase of alcoholic beverage for personal consumption, 28.2% of respondents consider Quantity on purchase of alcoholic beverage for personal consumption, 64.1% of respondents consider Taste as an important factor on purchase of alcoholic beverage for personal consumption, 66% of respondents consider Brand as an important factor on purchase of alcoholic beverage for personal consumption, and 10.7% of respondents consider Reference as an important factor on purchase of alcoholic beverage for personal consumption.
11. From the above Table 11 and Graph 11, it is found that 26.6% of respondents prefer wine, 40.8% of respondents prefer vodka, 66% of respondents prefer whiskey, 27.2% of respondents prefer brandy, 67% of respondents prefer beer, 43.7% of respondents prefer rum, 12.6% of respondents prefer gin.
12. From the above Table 12 and Graph 12, it is found that 45.6% of respondents prefer Blender's pride, 36.9% of respondents prefer Royal Challenge, 39.8% of respondents prefer Royal Stag, 20.4% of respondents prefer Officers Choice, 23.3% of respondents prefer McDowell's No.1, 17.5% of respondents prefer Mansion house, 22.3% of respondents prefer Bagpiper, and 17.5% of respondents prefer Antiquity.
13. From the above Table 13 and Graph 13, it is found that 80.6% of respondents are aware about the side effects of alcohol consumption, 8.7% of respondents are not aware about the side effects of alcohol consumption, and 10.7% of respondents may or may not be aware of alcoholic consumption.
14. From the above Table 14 and Graph 14, it is found that 37.9% of respondents drink to get drunk, 26.2% of respondents doesn't drink to get drunk, and 35.9% of respondents sometimes drink to get drunk.
15. From the above Table 15 and Graph 15, it is found that 44.7% of respondents drink alcoholic beverages to feel good or function better, 18.4% of respondents doesn't drink alcoholic beverages to function better or feel good, 36.9% of respondents sometimes consume alcoholic beverages to feel good or function better.
16. From the above Table 16 and Graph 16, it is found that 42.7% of respondents have a history of alcoholic beverage problems in their family 57.3% of respondents doesn't have a history of alcoholic beverage problems in their family.
17. From the above Table 17 and Graph 17, it is found that 34% of respondents drink alcoholic beverage to escape pain, either physical or emotional, 37.9% of respondents doesn't drink alcoholic beverage to escape pain, either physical or emotional, 28.2% of respondents may drink alcoholic beverage to escape pain, either physical or emotional or may not.
18. From the above Table 18 and Graph 18, it is found that for 25.2% of respondent's alcoholic beverage drinking was a reason to lose a relationship, for 57.3% respondents alcoholic beverage drinking was not a reason to lose a relationship, and for 17.5% of respondents alcoholic beverage drinking was may or may not be a reason to lose a relationship.
19. From the above Table 19 and Graph 19, it is found that for 34% of respondents' alcoholic beverage drinking caused problems at home, and for 66% of respondent's alcoholic beverage drinking never caused problems at home.
20. From the above Table 20 and Graph 20, it is found that 39.8% of respondents feel repent about alcoholic beverage drinking, 36.9% of respondents feel repent about alcoholic beverage drinking, and 23.3% of respondents may feel repent about alcoholic beverage drinking or may not.
21. From the above Table 21 and Graph 21, it is found that 52.4% of respondents passed out or experienced memory loss due to alcoholic beverage drinking and 47.6% of respondents did not pass out or experienced memory loss due to alcoholic beverage drinking.
22. From the above Table 22 and Graph 22, it is found that 60.2% of respondents are always able to stop alcoholic beverage drinking when they want to and 11.7% of respondents are not able to stop alcoholic beverage drinking when they want to and 28.2% of respondents may be able to stop alcoholic beverage drinking when they want to or may not.
23. From the above Table 23 and Graph 23, it is found that 54.4% of respondents sought help to stop and quit your alcoholic beverage drinking and 45.% of respondents never sought help to stop and quit your alcoholic beverage drinking.

Recommendations/Suggestions:

1. Age limit for alcoholic beverage consumption in Karnataka is 21 years. From the above Table 1 and Graph 1, it is found that 86.6% of respondents are above age 21 years and consume alcoholic beverages and 13.4% of respondents are above age 21 and do not consume alcoholic beverages, from this it is interpreted that very few people from the convenience sampling do not consume alcohol.

2. From the above Table 2 and Graph 2, it is found that 72.8% of respondents are male and 26.2% are female respondents; from this it can be interpreted that females have higher storage of body fat than men. Alcohol is stored in body fat, so women retain more alcohol than men, leading to longer effects of alcohol when drinking.

3. From the above Table 5 and Graph 5, it is found that 4.9% of respondents started consuming alcohol due to peer pressure, 45.6% of respondents were out of curiosity to start consuming alcohol, 24.3% of respondents felt like it (bored) and started consuming, 14.6% of respondents were influenced by an adult to start consuming alcoholic beverages and 10.7% of respondents started consuming alcohol due to emotional problems or were depressed. From the above Table 17 and Graph 17, it is found that 34% of respondents drink alcoholic beverage to escape pain, either physical or emotional, 37.9% of respondents do not drink alcoholic beverage to escape pain, either physical or emotional, 28.2% of respondents may drink alcoholic beverage to escape pain, either physical or emotional or may not.

Though 10.7% of respondents seem less but they started consuming alcoholic beverages due to emotional problems or were depressed. But it is found that 34% of respondents drink alcoholic beverage to escape pain, either physical or emotional, this is a serious issue when one drinks too much, and he/she is more likely to make bad decisions or act on impulse.

How to stop drinking when depressed?

How to keep it from happening

1. Stick to moderate drinking. According to the National Institute on Alcohol Abuse and Alcoholism, moderate drinking means one drink per day for women and two drinks per day for men. ...

2. Drink safely. ...

3. Stop drinking if you start to feel bad. ...

4. Address negative feelings when they come up

4. From the above Table 6 and Graph 6, it is found that 8.7% of respondents consume alcohol every day, 14.6% of respondents consume alcohol twice a week, 18.4% of respondents consume alcoholic beverages only on weekends, 18.4% of respondents consume once a month, and 39.8% of respondents consume on special occasions. Respondents who consume alcohol is 8.7% it seems less but consuming alcoholic beverages everyday has long term effects on health.

Long Term Effects

Heart disease.

High blood pressure.

Depression.

Anxiety.

cancer (throat, stomach, oral cavity, breast cancer, esophagus, liver, rectum, colon)

Nutritional deficiencies.

Memory problems.

erectile dysfunction or irregular menstruation

1. From the above Table 13 and Graph 13, it is found that 80.6% of respondents are aware about the side effects of alcohol consumption, 8.7% of respondents are not aware about the side effects of alcohol consumption, and 10.7% of respondents may or may not be aware of alcoholic consumption.

Since majority of respondents are aware about side effects of alcohol consumption, for both men and women, and in particular those who drink more than the recommended weekly limits, alcohol can increase the risk of heart disease, stroke and several types of cancer. Some research suggests even small amounts of alcohol can lead to cancer in women. It is good to avoid alcoholic consumption if one is aware about side effects because alcohol interferes with memory and learning. Alcohol increases the likelihood that you will use other drugs. Alcohol increases your risk of developing cancer. Alcohol can lead to liver disease and other severe, chronic diseases.

2. From the above Table 14 and Graph 14, it is found that 37.9% of respondents drink to get drunk, 26.2% of respondents do not drink to get drunk, and 35.9% of respondents sometimes drink to get drunk. Since 37.9% percentage of people drink to drink and 35.9% of respondents sometimes drink to get drunk, people with unhealthy alcohol use (also called alcohol use disorder or AUD) can't always predict how much they will drink, when they will stop, or what they will do while drinking. And it can be common for people with alcohol use disorder to deny the negative effects of drinking or that they even have a problem. Alcohol is considered a drug because it depresses the central nervous system and can disrupt mental and motor skills. It can also damage internal organs when used excessively. Unhealthy alcohol use can be harmful physically, emotionally, and economically.

What you can do to stop excess drinking of alcoholic beverages

Learn more facts about alcoholism.

Treat alcoholism as a disease, not a moral failure or lack of willpower.

Be understanding, but don't be an enabler by protecting or lying for a person with an alcohol use disorder, or denying the problem exists.

Encourage treatment. Your healthcare provider can help find treatment resources.

Respect the recovered alcoholic's choice to stay away from alcohol.

3. From the above Table 21 and Graph 21, it is found that 52.4% of respondents passed out or experienced memory loss due to alcoholic beverage drinking and 47.6% of respondents did not pass out or experienced memory loss due to alcoholic beverage drinking. Alcohol-related blackouts are gaps in a person's memory for events that occurred while they were intoxicated. These gaps happen when a person drinks enough alcohol to temporarily block the transfer of memories from short-term to long-term storage known as memory consolidation in a brain area called the hippocampus. Heavy drinking to the point of blacking out can cause degenerative problems and have lasting effects on the brain. Chronic alcohol consumption harms the frontal lobe, which is the part of the brain that controls cognitive function and memory formation.

How to prevent blackouts:

• Eat a meal or heavy appetizers before and during alcohol consumption.

- Drink slowly.

- Consider drinking a glass of water between alcoholic drinks to limit how much and how quickly you're consuming alcohol.

4.From the above Table 23 and Graph 23, it is found that 54.4% of respondents sought help to stop and quit your alcoholic beverage drinking and 45% of respondents never sought help to stop and quit your alcoholic beverage drinking.

Since more than 50% of respondents sought help to quit alcoholic consumption you can encourage your friend or family member to get help by:

- Offering to accompany them to doctor appointments, group meetings, or counseling sessions.

- Sitting with them while they call a helpline for advice.

- Making a concrete plan with them, detailing what changes they'll make and how.

Conclusion:

The study demonstrated that there were some significant influences of the demographic characteristics as well as the perception of the alcohol image on the types of alcohol consumption. These findings could benefit people involved in alcoholic beverages policy to prevent the alcohol problems. The past two months of MCP has been very helpful to know about the side effects of alcoholic beverage consumption, and spread awareness about them through survey. It is important to understand effects of particular alcoholic beverages and their benefits before consumption. Main focus was to spread awareness. The study helped in understanding the alcohol beverage industry in India and helped in analyzing the prevalence of alcohol consumption, pattern of drinking, and its effect on people's health, social consequences and also helped in educating respondents through survey.

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