

**A STUDY ON THE ALCOHOL CONSUMPTION PATTERNS AND THEIR PREFERENCE OF
LIQUOR OVER WINE AMONGST THE YOUTH IN MANIPAL**

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Abstract

Consumption of alcoholic beverages in different parts of the world is influenced by economic, social, religious, and traditional forces; therefore countries differ significantly in the amount and type of alcohol consumed and in the temporal trends of use of alcoholic beverages. India has the world's largest youth population which is getting influenced by external factors and has started consuming alcohol at a much higher rate and from a smaller age. Drinking alcohol is a major activity among college students. Excessive research on this subject has focused on students motivations for binge drinking little research has investigated the leisure context in which student's alcohol drinking patterns, and their preference of alcohol over wine. Wine consumption has witnessed tremendous growth in India over the past 10 years. The Indian players enjoy a large market share of nearly 90% (Sommelier India, 2010) although International brands such as Moet & Hennessey, E&J Gallo are now picking up. There are over 25000 students in Manipal which is a large number for such a small city and therefore is a target market for many industries. Study was to identify alcohol consumption patterns among young people and their preference of liquor over wine of the age group between 18-25 years. A survey research was conducted using questionnaire as a primary tool for data collection which consisted of 19 closed ended questions. The study also tries to identify the importance of certain attributes that may affect youngster's alcohol consumption frequency, alcohol purchasing habit and alcohol selection process.

Keywords: Alcohol consumption, wine, youth, Manipal

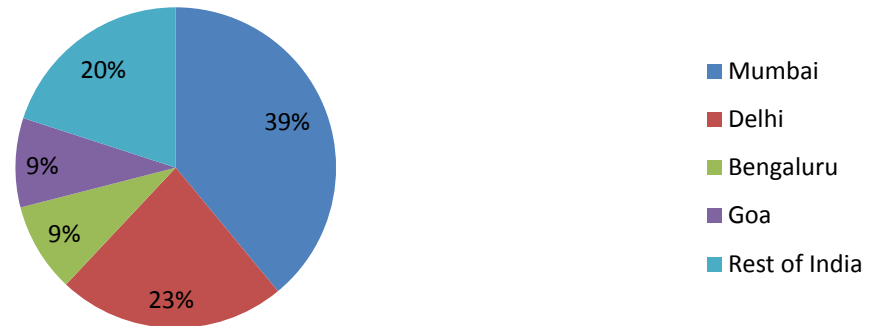
Introduction

India is the third largest market for alcoholic beverages in the world. The demand for spirits and beer is estimated to be around 373 million cases. (Source: Annual Report, Government of India, Ministry of Food Processing Industries). In India, majority of distilleries manufacture alcohol from Sugar Cane Molasses compared to international trend of grain based (rice, wheat, millet, Barley, corn and oat) alcohol. In India, since alcohol is largely produced from sugarcane molasses, the industry is cyclical in nature, as sugarcane production itself is affected every 3-4 years due to monsoon and other factors, resulting in low availability of molasses. Alcohol industry is the second largest source of revenue of the State Exchequer – Rs.25, 000 cores. The Industry turnover is ~Rs.54,000 core (Source: Euro monitor International 2009). It is the only Industry where inputs are decontrolled (free market price) and output is controlled (selling price is determined by State Excise in most States). India has traditionally been among the world's lowest per capita consumers of foreign spirits such as whisky, rum, brandy, vodka and gin. Indian Made Foreign Liquor (IMFL) is an industry term of art in India used to describe these foreign spirits that are now made in India, which are distinguished from traditional country liquor, historically manufactured in India. In addition, IMFL is distinguished from beer and wine. Indian Spirits Sector - Overview Indian Liquor Industry with estimated market value of INR 340 billion is growing at 12-15% over the last two years. The sector is expected to maintain its CAGR of ~15% 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 counter parts. There are 325 distilleries in India, with an installed capacity of about 3.58 billion litres of liquor. However, production rate is about 40% of total licensed capacity as total requirement of liquor stands at 1.3 billion litres. Major National Player's united spirits with about 60 % of market share in IMFL is the undisputed leader.

Wine consumption in India

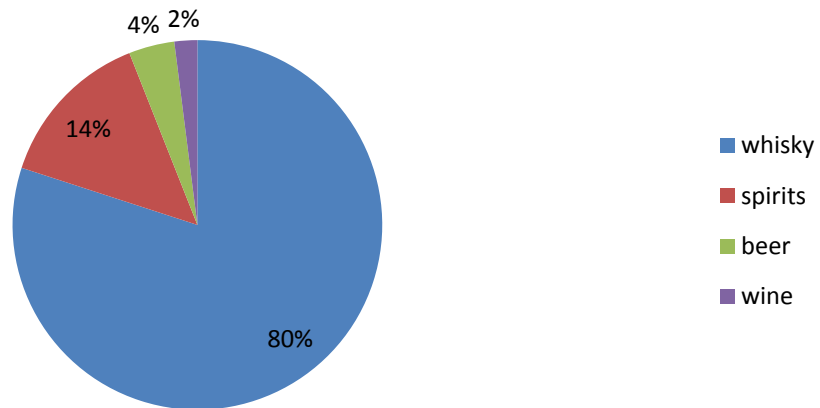
Wine is simply defined as an alcoholic beverage obtained by the alcoholic fermentation of fresh or dried grapes, or other fruits such as gooseberries. This term is also sometimes applied to the juice of grapes, fresh grapes or other fruits. Wine is also usually categorized by the type of grape used and maybe red, white or rose. When carbon dioxide is added with pressure to it, it becomes sparkling wine. Commercial wine grape production, however in India was begun only in 1980's. Over the last 2 decades, the wine industry has seen a tremendous growth with a continuous CAGR of 25% over the past 3 years (Sommelier India, 2010). Wine consumption has witnessed tremendous growth in India over the past 10 years. The Indian players enjoy a large market share of nearly 90% (Sommelier India, 2010) although International brands such as Moet & Hennessey, E&J Gallo are now picking up. With the recent initiatives taken up by the government to exempt excise duty, the industry is booming. Wine is now treated as a low alcohol beverage and is consumed by the young and old alike. At present the wine consumption trend in India is mostly controlled and directed by the upper class constituting only about 2% of the population which comes up to 20-25 million. Many of these individuals have an increased disposable income, international experience and lifestyles. They are more exposed to wine industry and the latest trends. It is estimated that the highest consumption of wine takes place in metro cities –Mumbai, Bangalore and Delhi - 80%. Also 69% of wine consumption takes place in restaurants and pubs (Sommelier India, 2010).

Major wine consuming Indian cities



There are a lot of barriers for the growth of wine industry in India, like majority alcohol consumers in India prefer hard liquor (whiskey, rum etc), spirits (vodka, gin etc) and beer. India has the world's largest market for whiskey which accounts for 80% of the entire market, whereas beer occupies only 4%, spirits are 14% and wine consumers are only 2%.

Alcohol Preference



Purpose of the study

1. To understand alcohol consumption pattern in Manipal.
2. Factors Influencing students to choose other liquors over wine.
3. To know there opinion on wine and its market.

Literature Review

Alcohol arguably is both the oldest social beverage and the substance most widely used by human beings. Its power to change behaviors positively and negatively is extraordinary, although both the reasons and effects for drinking vary widely from culture to culture (Pettigrew and Charters, 2006; Measham, 2008; Ormrod, 2009). It is widely accepted that alcohol is used to enhance positive emotions and to cope with negative emotions and that positive impacts are likely to result in positive life experience; while on the other hand, alcohol consumption can also lead to negative impacts, such as immorality and crime (Bellis *et al*, 2005). Recently, there is also a mixed message of the pros (for example normality and sociability of drinking) and cons (for example health warnings) of alcohol consumption (see Measham, 2006). Nevertheless, a few studies suggest that drinking moderately could promote health and result in low mortality risk (Albala, 2006). Golding *et al* (1992) argue that there are many reasons for people to drink alcohol, in two main categories: social and individual. Bailly *et al* (2001) agree by suggesting two main motivations for drinking: positive social motivations (that is, enhance social occasions), and personal psychological motivation (that is, to achieve more favorable self-perception or to cope with personal dissatisfactions). For the former, alcohol is known for its effect in enhancing one's sociability, as consuming alcohol could be a symbol of good fellowship and companionship (Pettigrew *et al*, 2000). Although excessive alcohol consumption can be harmful and destructive, a normative consumption is often associated with personal enjoyment, which could also facilitate social bonding between people (Szmigin *et al*, 2008). In fact, refusing to drink could be considered as antisocial, prudish, unkind or impolite (Kirby, 2006). Furthermore, alcohol is often consumed for celebrative purposes. In celebrations, drinking is an important element that symbolizes togetherness (Pettigrew *et al*, 2000). Other social reasons for drinking include to have fun, conform to peers, increase confidence in a social situation and so on (Institute of Alcohol Studies, 2006). Seigel, Naimi T.S., Nelson D, Boston (2010), conducted a research conducted to know about the type of alcoholic beverages preferred by youth in U.S. The analysis consisted around 7723 youth from whom the data was collected. Result was that almost all the people analyzed, 99% had a drink in the last 30 days. 43.8% youth preferred liquor, 36.6% preferred beer and malted beverages and only 7.1% youth preferred wine. Pattern was that most of the youth did it for getting intoxicated and they did binge drinking for that. On this point, Aitchison (2004: 109) argues that, 'This scope for agency allows us to see leisure as a continually evolving landscape with space for resistance, contestation, disruption and transgression of dominant discourses and wider hegemonic social, cultural and leisure relations.' While the most common means for minors to obtain alcohol is by having people over 21 buy it for them, they can also obtain alcohol by purchasing it themselves or through other underage friends (Grube, 1997). In support of this notion, one study found that roughly one-third of high school students reported that they were able to obtain alcohol by buying it themselves (Hingson, Scotch, & Mangione, 1983). The concept of a "lifestyle" business describes a scenario where the owner/proprietor either balances his/her economic and non-economic goals or is primarily motivated by a set of lifestyle aspirations that are given a higher priority than economic objectives (Lynch, 1998; Morrison, 2002; Morrison & Teixeira, 2003; Thomas, 2000; Williams Shaw, & Greenwood, 1989). Koewn and Casey (1995) found that the taste of the wine was a dominating factor for wine consumers. Thompson and Vourvachis (1995) found that taste was the most highly correlated attribute relating to wine choice and noted that this was to be expected as it is frequently found to be the keyitudinal factor in studies of wine choice.

Brand is another extrinsic attribute used in wine choice. Brands are the sum of all the images that people have in their heads about a particular company brands represent promises made regarding what we can expect from a product, service, or company (Gordon 2002). Wine companies have long been using branding as a means of differentiating their product

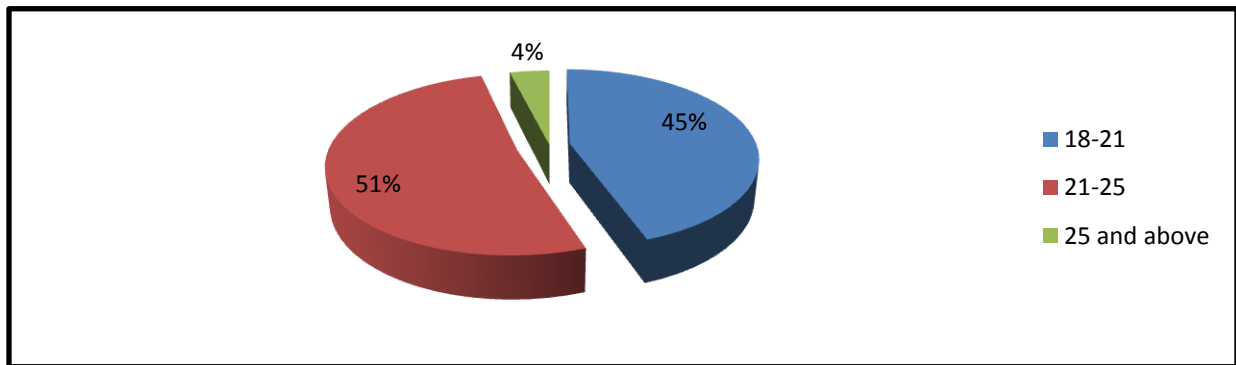
(Rasmussen and Lockshin 1999). Past studies have identified that product, packaging, promotion, purchase and situational factors have an impact on the wine selection process (Jenster and Jenster 1993; Keown and Casey 1995; Hall, O'Mahony and Lockshin 2001a). This has been explored by Edwards and Mort (1991), who also stress that there is even more to wine purchasing.

Research Methodology

This study is about a descriptive research which involves observing young people engaging with alcohol. The aim of the study was to identify alcohol consumption patterns among young people and why do they not prefer wine over other liquors in Manipal within the age group of 18-25 years. A sample size of 150 was considered out of which 101 respondents reverted back positively and their data was analyzed.

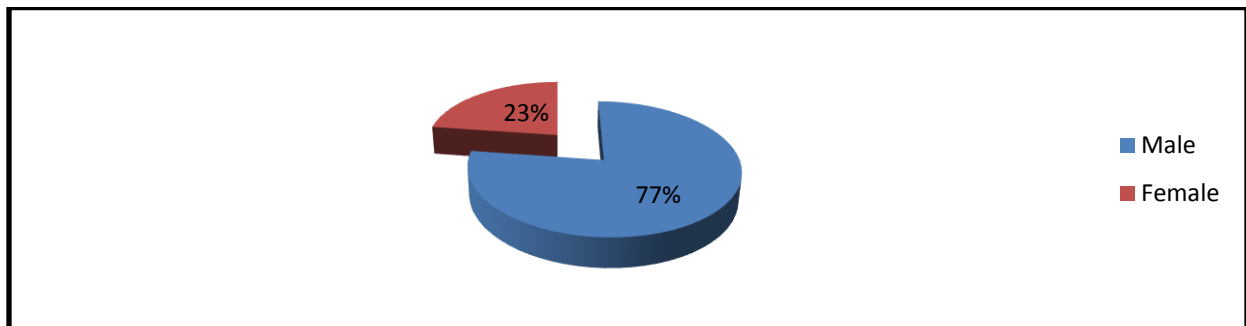
Data analysis

Age Segmentation



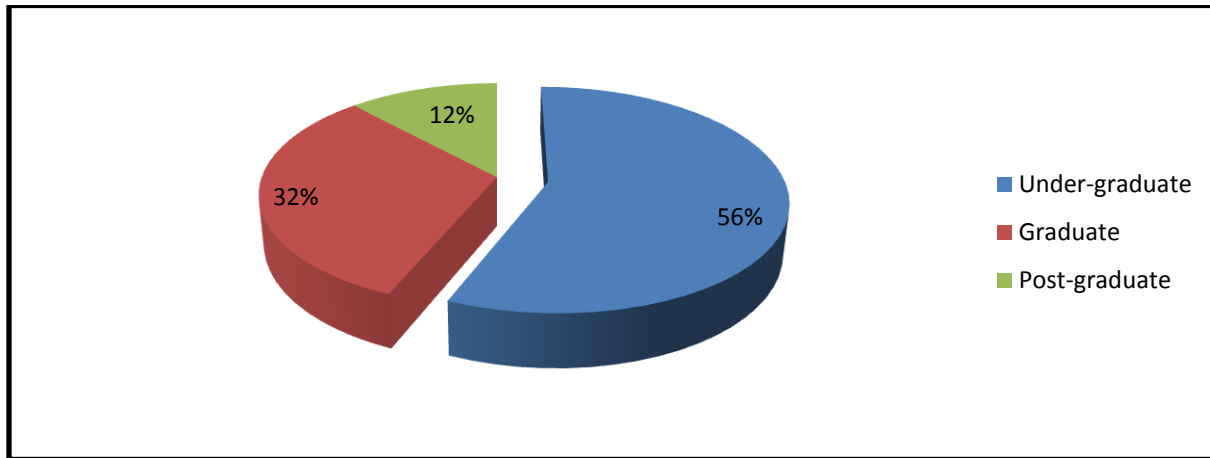
The following Chart shows that the younger population in Manipal is in the age group of 21-25 years(51%) followed by 18-21 years and only 4% are above 25 years of age. Various Restaurants, pubs, lounges etc are dependent on this young population as they have a large amount of disposable income/allowance to spend on food and beverages.

Gender



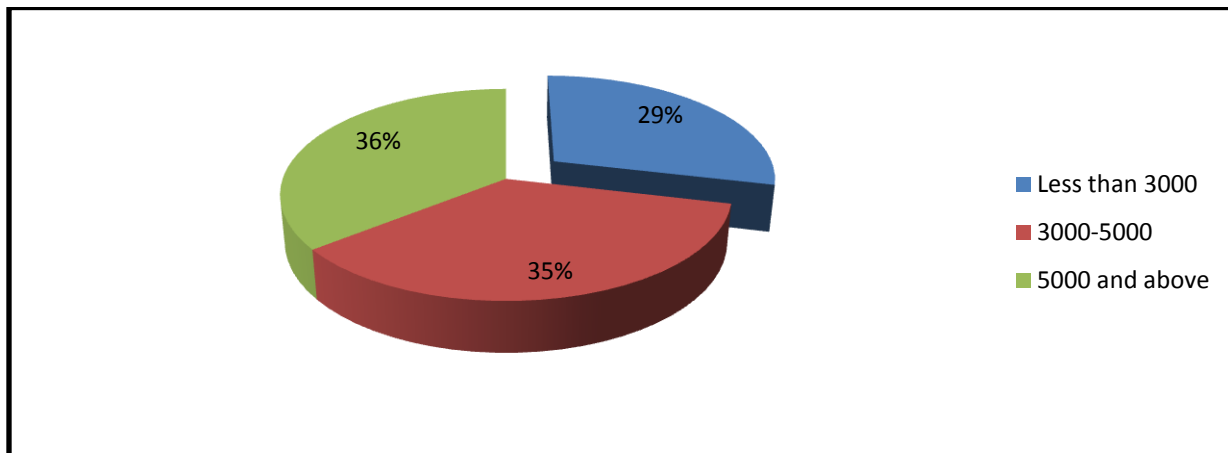
Major Alcohol consumers in Manipal are males i.e. 77% and female consumers are only 23%.

Education Level



Out of the total alcohol consumers, 56% consumers are under-graduate and 32% are graduates and only 12 % are Post-graduate. Current Indian Alcohol market is growing because of the students who come in the under-graduate and graduate category as they have money to spend, time to party and likes experimenting and trying out new trends.

Monthly Allowance/income level



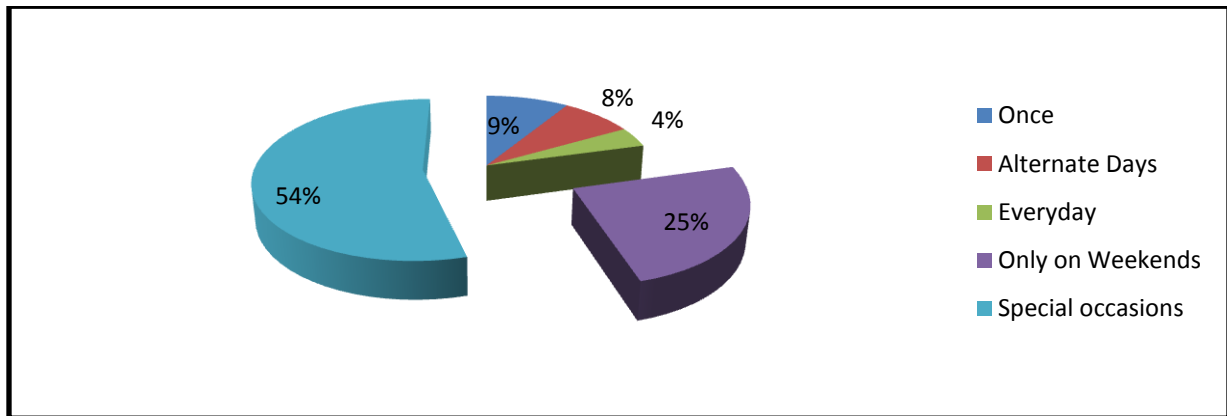
Looking at the above data, it is clear that Manipal has a equally mixed segmentation when it comes to allowance but out of these 3 segments 2 segments i.e. 35%(3000-5000) and 36%(5000 and above) have money to spend on alcohol and other items.

Frequency of alcohol consumption

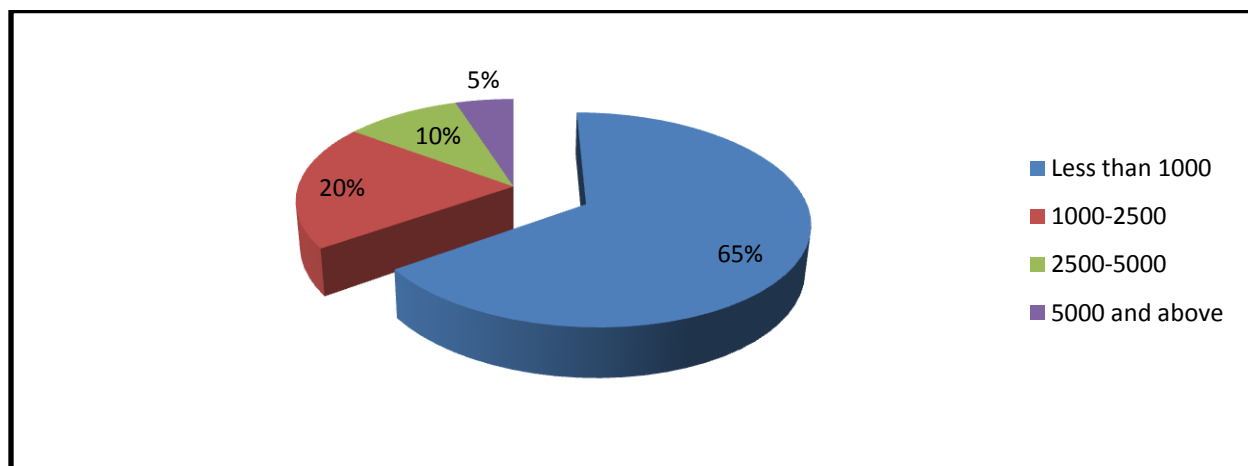
In Manipal most of the students consume alcohol On Special Occasions (54%) and 25% consume on Only Weekends. These kinds of drinkers are termed as social drinkers who consume alcohol in a gathering and are not much addicted to it.

8% students in Manipal consume on alternate days. These kinds of drinkers are termed as Binge drinkers or Regular drinkers who like getting drunk. 4% student consume alcohol

everyday which puts them in the category of an Alcoholic or Heavy drinkers, people who can't resist or stop themselves from drinking and have become a slave to this habit. 9% students consume alcohol once in a week; they are termed as Rare Drinkers.



Monthly expenditure on alcohol



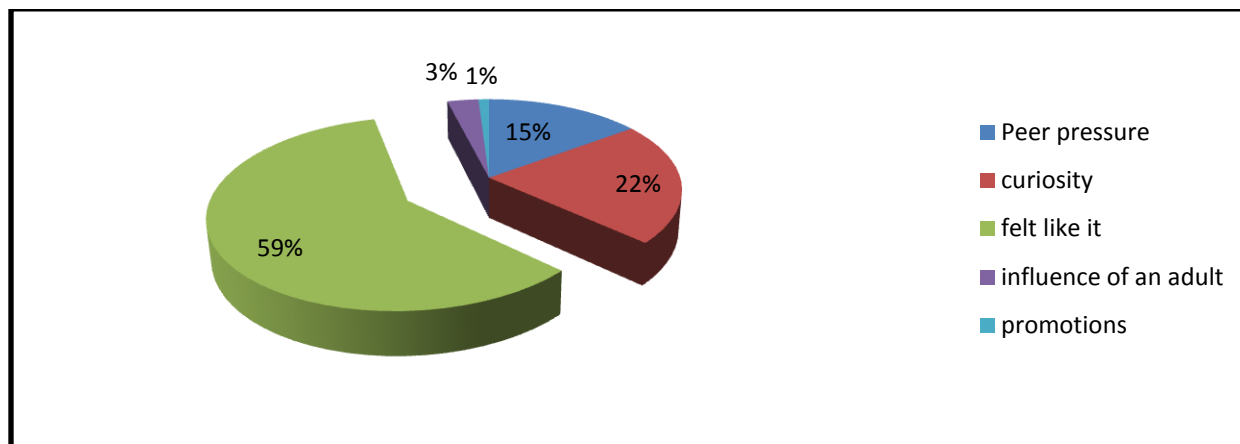
A huge chunk of population in Manipal spends Less than 1000(65%). Students who come in this segment are the ones who drink 2-3 times in a month and are termed as rare drinkers. Students spending between 1000-2500, consume alcohol normally on weekends and are termed as a Social drinker.

Students Spending 2500-5000, consume alcohol on regular basis and are termed as binge drinkers or regular drinkers. Students spending 5000 and above on alcohol are heavy drinkers or alcoholic. Maximum business to the restaurants, pubs, lounge and bar comes from the other 3 segments 1000-2500(20%), 2500-5000(10%) and 5000 and above (5%). These segments alone produce twice the revenue that 65% segment produces.

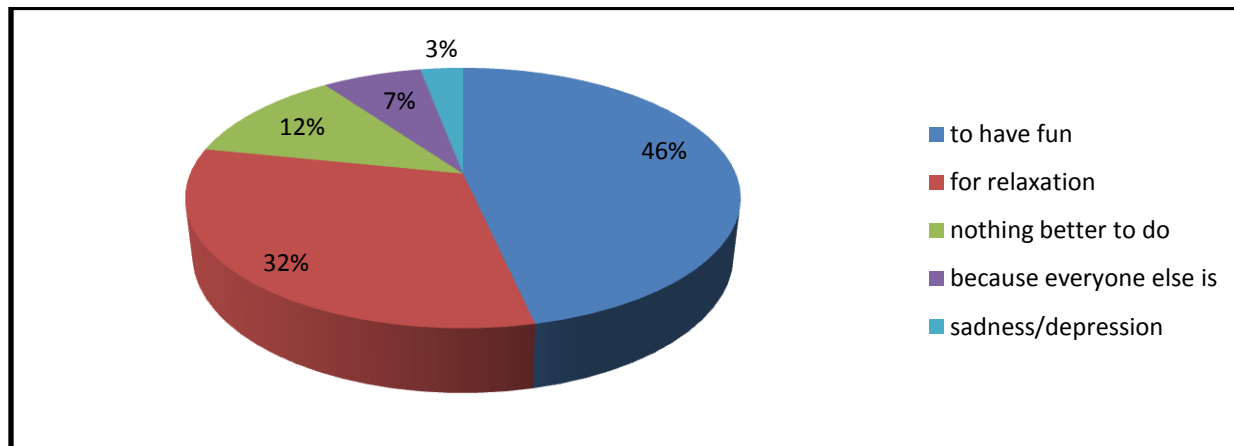
Time during which you started consuming Alcohol

Major chunk of the student population (59%) started consuming alcohol because **they felt like trying it**. In Manipal it is quite easy to buy alcohol and as the students come away from home they try doing new things and alcohol is on the top of the To-Do list. Many students try having alcohol out of Curiosity (22%) as they want to have an experience of what others are having.

Peer pressure (15%) is one of the biggest reasons among students to start consuming alcohol as they see it as a trend or cool thing to do and sometimes to be a part of group, they start consuming it. Other reasons are Promotions (1%) that are done by a company to promote their product. Influence of an Adult (3%) is a reason for those students who have seen their elders consuming and watching them have it, they also started having it.



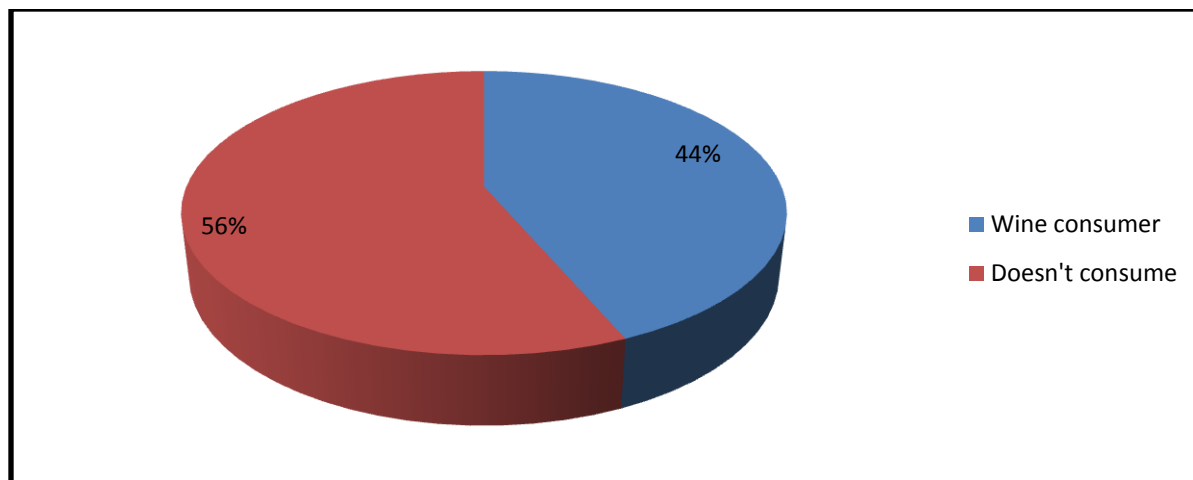
Reason for consuming alcohol



As Manipal is full of students, they like having fun and they have found it in alcohol. That's why 46% of the students consume it To Have fun. As Manipal also has Colleges, after attending it students are tired and stressed out, so For Relaxation (32%) they consume alcohol. 12% students in Manipal believe there is nothing better to do than drinking. 7% students drink because in their group of friends everyone else is drinking. 3% students when sad or feel depressed, consume alcohol to put their minds of it.

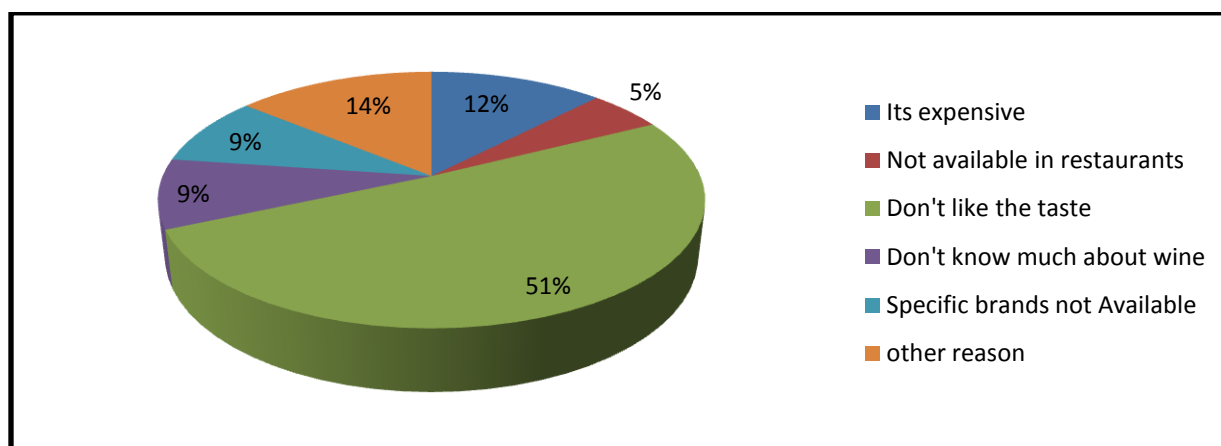
Do you consume wine?

Students in Manipal have almost equal percentage of wine consumers (44%) and non-wine consumers (56%). Wine being beneficial more than any other alcoholic beverage available in the market has less percentage of consumers. Respondents who consume wine will have different set of questions then non-wine consumers.



Non-wine consumers

Reason for not consuming wine



51% Students in Manipal don't prefer having wine because they don't like its taste.

14 % (other reason) of the students believe wine is unhealthy or some are allergic to wine or they never got tempted to try wine or it doesn't give a kick as other liquors give.

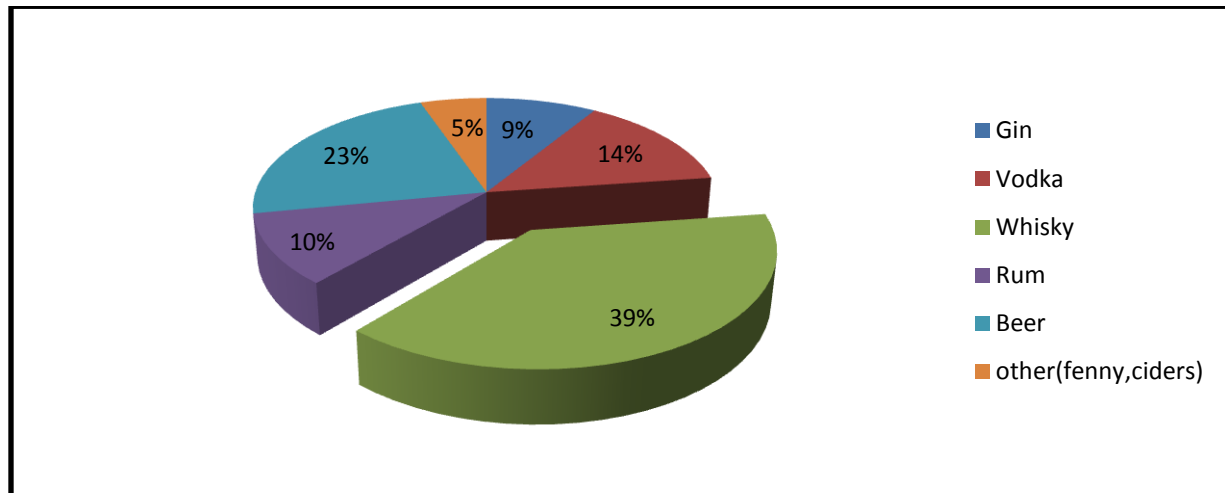
12% students believe that wines are expensive, as these students are not looking for quality or the benefits of wine; they prefer getting intoxicated and having more quantity with less money to spend.

9% of the students don't know much about wine and are not aware about its benefits so they avoid consuming wine.

9% students don't find the specific brand in Manipal which they prefer to have. Manipal being a small city can't accommodate high end brands of wine industry.

5% students who prefer having wine while having their meal in a restaurant doesn't get it as they don't serve wine.

Preference of alcohol



India has the highest percentage of whisky consumers in the world and so does Manipal. It has 39% alcohol consumers who prefer whisky as their most preferred alcohol type.

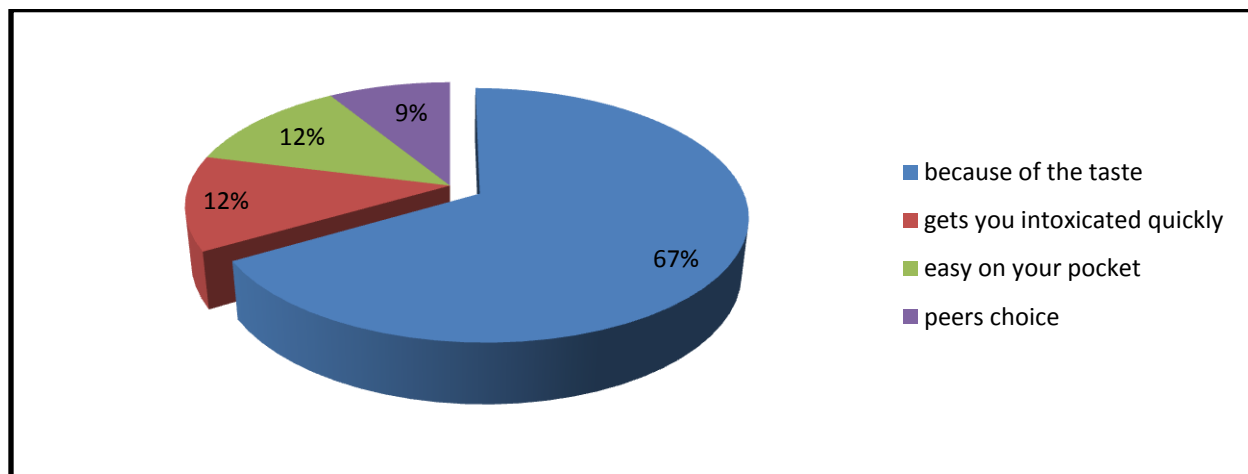
23% students in Manipal tackle the heat by consuming beer.

14% students, mostly females prefer vodka.

10% students prefer rum as it comes for a less price and have a better kick.

5% (others) prefer alcohol drinks like ciders, fenny, tequila etc.

Preference of the above ticked alcohol



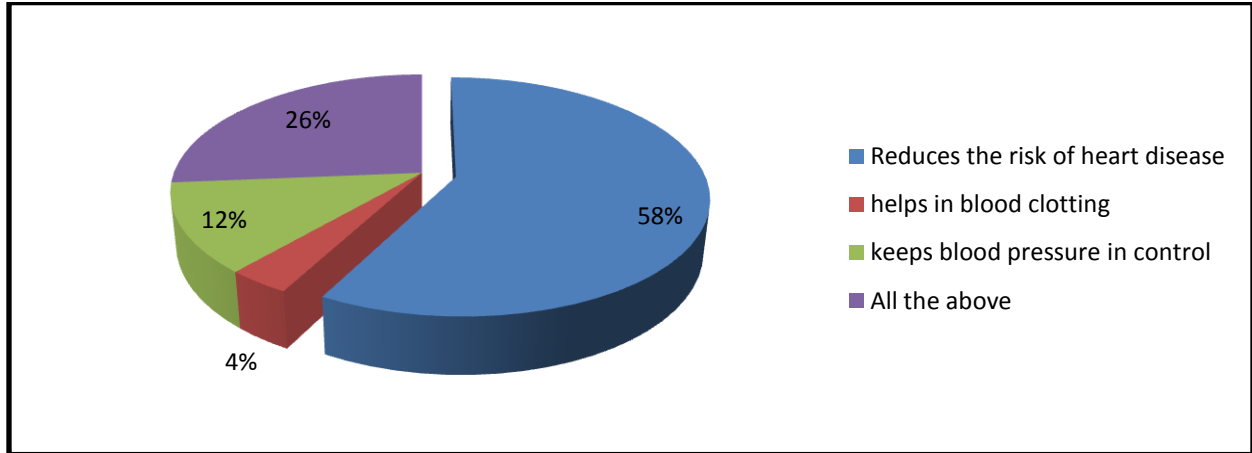
67% students in Manipal give importance to the taste of their preferred liquor.

12% students prefer their liquors which get them drunk quickly.

12% students chose their liquor according to the price of it.

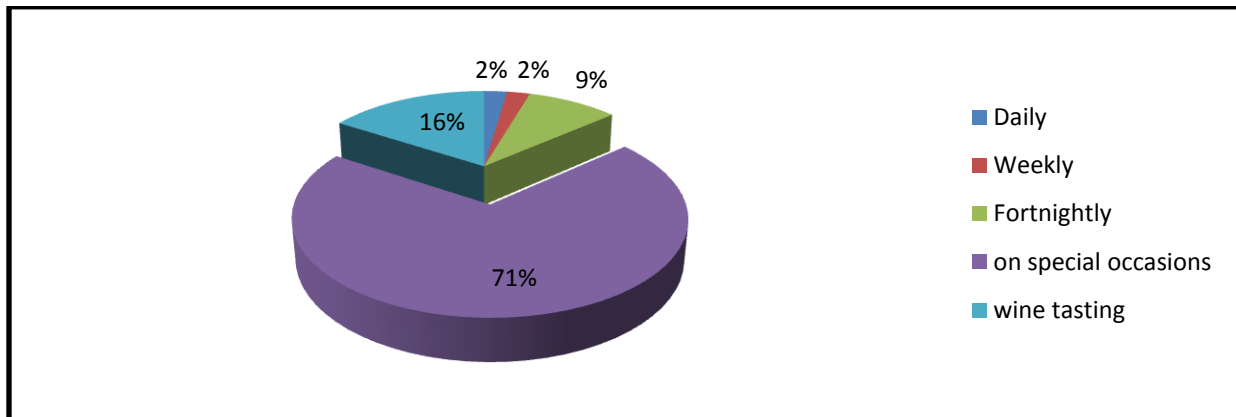
9% students prefer what other students are having, highly influential and their preference keeps on changing.

Benefits of wine



Only 26% students have knowledge of what are the benefits of the wine. This is a reason why students and others prefer other liquors over wine as they are not aware of the benefits of it. Rest 74% only has knowledge about few benefits of wine or they have guessed it.

Frequency of consumption of wine



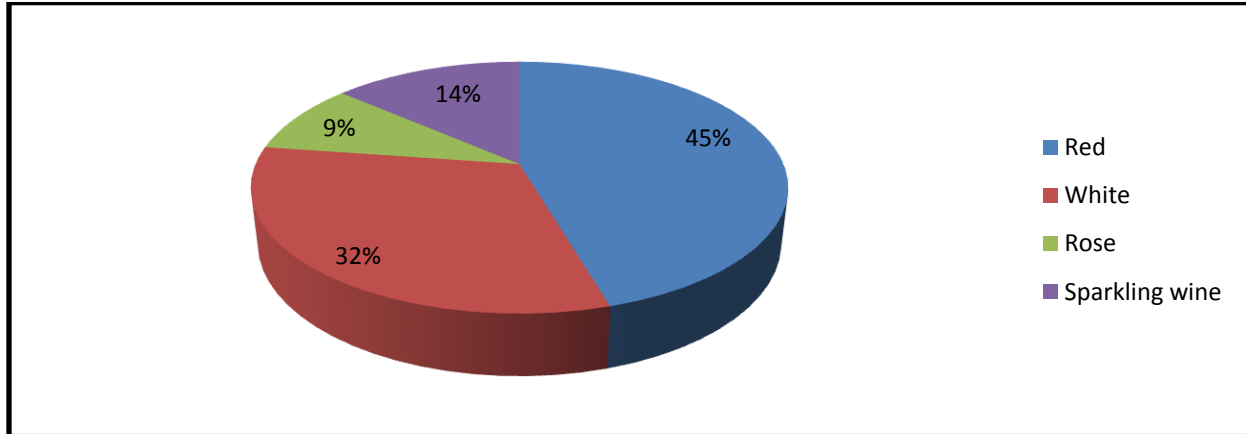
Most of the wine consumers are social drinkers who consume wine on special occasions and in Manipal 71% students come into that category.

16% students consume wine when there are wine tasting sessions are going on or when there is a new wine in the Manipal market.

9% students consume wine (fortnightly) 2-3 times in a month.

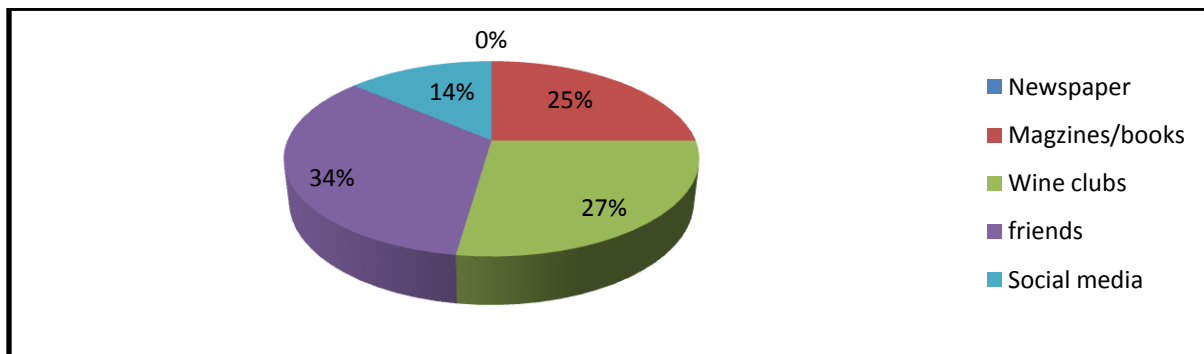
4% students consume wine on weekly or daily basis.

Preference of wine



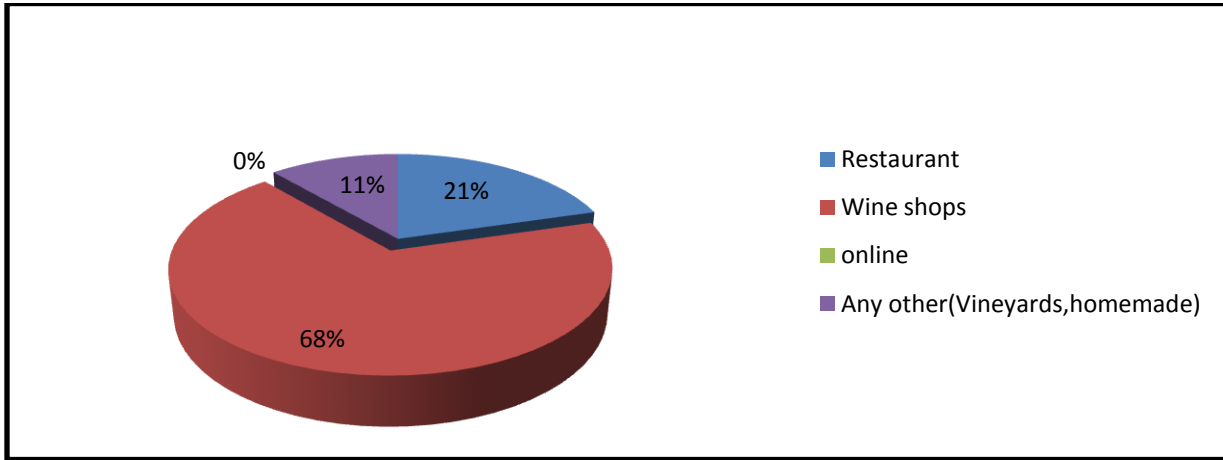
Indian food contains a lot of spices and is made with heavy gravies with which mostly white wines which is preferred by 32% students whereas most preferred type of wine is Red i.e. 45%, it may be because most wines present in Manipal are red wines. Rose wines are preferred by 9% students, which is not easily available in Manipal. 14% students prefer sparkling wine which is consumed for special occasions.

Source of information about wine



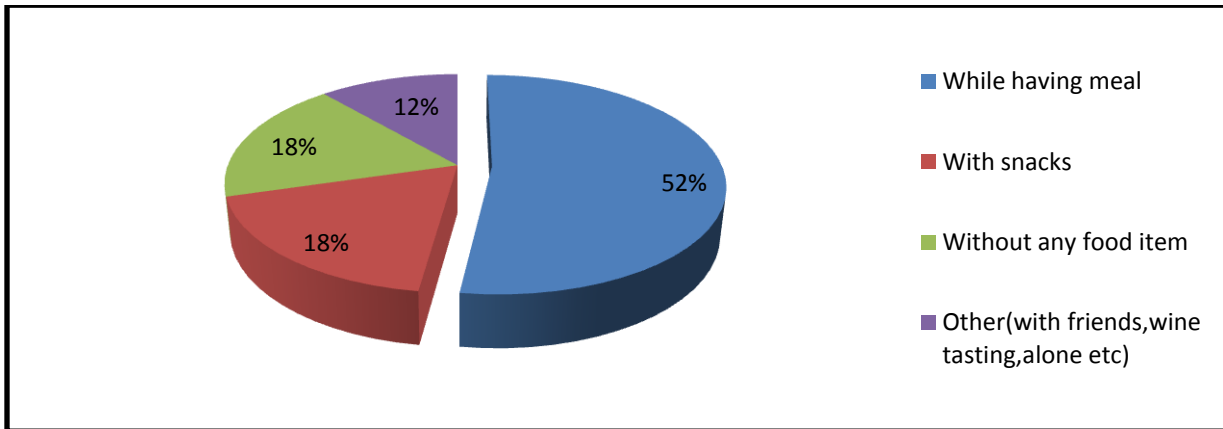
In Manipal, 34% students gain information about wine from their group of friends. It shows how peers can affect the choice of other students. 27% of the students gain knowledge through their wine clubs. It's a better source of information where people actually discuss about wines not as an alcoholic beverage but as a subject which is so vast. While reading Magazines or books 25% students gain information about wine. Though net is available to almost all the students in Manipal, only 14% students use to gain information about wine. Newspaper is a source of information to whatever is happening in the world but none of the students have gained any information from it.

Place of purchase of Wine



Wine shops are the main center for purchasing wines in Manipal as they sell wines to 68% of the students. While having meals, 21% students purchase it in restaurants. 11% of the students in Manipal purchase their wine from vineyards or have homemade wines. In Manipal, only limited brands of wine are available but still students don't prefer using net to buy any type of wine they prefer.

Time of consumption of wine



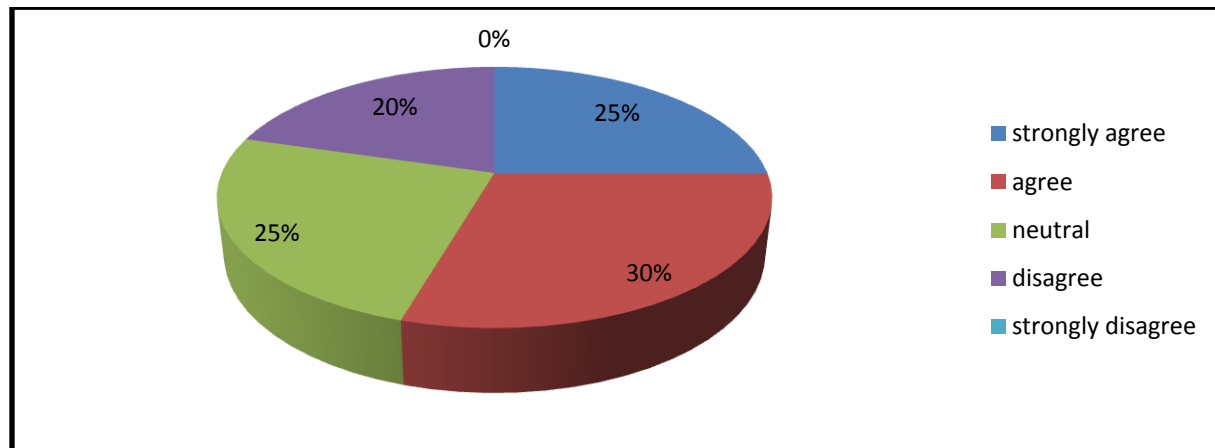
In Manipal, 52% of the students prefer having wine with meals which is the usual and most known way of consuming wine.

18% students prefer having it with snacks.

18% students prefer having just wine and nothing else with it.

12% students prefer having it either with friends or during wine tasting session or when alone.

Preference of marketing of wines to youngsters



Wine being more beneficial than any other alcoholic beverage, 55% of the wine consumers agrees that wine should be marketed and promoted more to the students of Manipal.

25% believe that either way they are consuming alcohol so whatever they consume doesn't concern them.

20% of the students disagrees that alcohol in anyway should not be promoted to youngsters as it will act as a way of encouragement to younger generation for consuming alcohol.

Conclusion

The study explored the existence of young alcohol consumers to whom alcohol is highly appealing. Those people at the age group of 21years of age are extremely ascertained of their consumption patterns. They are an educated lot of consumers, who are aware of the amount of cash they would desire to dispense for alcohol.

Young alcohol consumers of Manipal are quite regularly seen consuming alcohol and the purposes are several and varied. Youth often derive reasons to socialize from their favorite bottle of liquor. Hence this is the reason why alcohols are synonymous to celebration of an occasion, and having good times with peers. Students in Manipal are extremely sure of the place and the way they purchase alcohol. Most youngsters would also make a sensible alcohol purchasing decision by influences of meaningful sources of media, their own knowledge and recommendations of friends or family and a liquor expert.

As for the alcohol consumption in Manipal, is prevailed by the under-graduates and they have the spending power and are eager to try out new things and trends. Students in Manipal started consuming alcohol because they felt like trying it and peer pressure played a very small role in urging them to do that. These young alcohol consumers drink either to have fun with their friends or to just relax after attending their colleges and most of the students in Manipal are social drinkers who prefer socializing while having a drink.

For non- wine consumers, the most preferred type of alcohol is whisky followed by rum and beer. And they prefer having it because they like its taste and the experiments they can do with. Students in Manipal prefer other liquors over wine for various reasons like:

- They don't like the taste of wine.
- It's expensive.
- They cannot experiment with wine.
- They have less knowledge or awareness about wine.
- And some consumers don't find the specific brands they like.

Even though the alcohol consumers are aware of the benefits of consuming wine still they prefer having other liquors over it because they are young and more inclined towards experimenting and focuses on getting intoxicated and how their beverage taste.

Wine consumers in Manipal, have wine only special occasions and there are more red wine consumers than white wine as there are more options available in red. Rose and sparkling wine still haven't gained popularity among the students because either they are expensive or they haven't developed a taste for it.

Even though each and every student have direct access to internet on their campuses still they gain information about wine from their family or friends and buy their wines from local wine shops where as there is more variety available on internet where associations like Wine society of India, Living Liquids and All India Wine association promote and offers a huge variety of wines from all over the world.

Wine being the new trend in the market and almost every event organized has a wine counter to delight the guest. Also Indian brands like Sula and Grovers are catching up with their global competitors and are getting acknowledged for their growth and products.

And as the Indian population is getting conscious about health and the type of food and beverage they consume, wine market will surely make a great impact on the Indian alcohol market.

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