

To Study the Preference Between the Consumptions of Commercial Bottled Beers and Draught Beer in Pune City

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Abstract

This research study describes the customer preference between the commercial bottle beer and draught beer in Pune city. A set of questionnaire was passed amongst the consumer of alcoholic beverages those of the age group above 21 years as it the legal age limit for consumption of beer, where it was observed that commercial bottled beers are more preferred than the draught beers having various factors influencing the choices as the popularity of the product, taste and availability. The draught beer is new to the Pune market as compared to the commercial bottle beer have portrayed a positive influence over the consumers in the last few years.

Keywords: Draught Beer, Commercial Bottle Beer, Pune City, Preference, Alcoholic Beverage

INTRODUCTION

Alcohol consumption, the drinking of beverages containing Ethyl Alcohol. Alcoholic beverages are mainly consumed for their physiological and psychological effects, but they are often consumed within specific social contexts and may even be a part of religious practices. Because of the impact that alcohol has on the body and behaviour, governments often regulate its use.

Beer is the oldest and most widely consumed alcoholic drink in the world, and the third most popular drink overall after water and tea beer is brewed from cereal grains - most commonly from malted barley, though wheat, maize (corn), and rice are also used. During the brewing process, fermentation of the starch sugars in the wort produces ethanol and carbonation in the resulting beer. Most modern beer is brewed with hops, which add bitterness and other flavours and act as a natural preservative and stabilising agent. Other flavouring agents such as grit, herbs, or fruits may be included or used instead of hops. In commercial brewing, the natural carbonation effect is often removed during processing and replaced with forced carbonation.

History of Beer is one of the world's oldest prepared beverages, possibly dating back to the early Neolithic or 9500 BC when cereal was first farmed and is recorded in the written history of ancient Iraq and ancient Egypt. Archaeologists speculate that beer was instrumental in the formation of civilisations. Approximately 5000 years ago, workers in the city of Uruk (modern-day Iraq) were paid by their employers in beer. During the building of the Great Pyramids in Giza, Egypt, each worker got a daily ration of four to five litres of beer, which served as both nutrition and refreshment that was crucial to the pyramids' construction.

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BEER MANUFACTURING

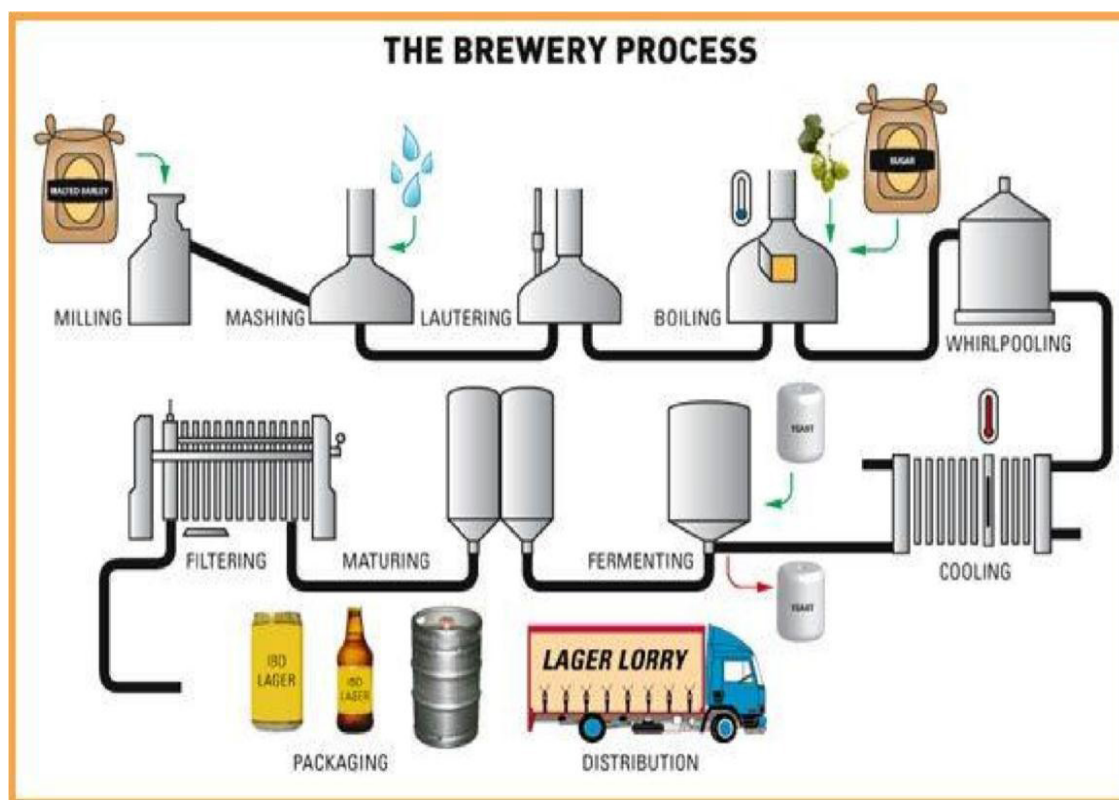


Fig. 1: The Brewery Process

LITERATURE REVIEW

Barbara Aquilani, Tiziana Laureti, Stefano Poponi, Luca Secondi (2015), studied the emerging trends of drinking of craft beer and the industry from the consumer's preference perspective. It was also perceived that there are various factors that contribute to the propensity of the commercial beers over the crafted beers and draught beers that includes the aroma and perceived quality.

Jean-Xavier Guinarda, Bunsaku Uotani, Pascal Schlich (2001), investigated the individual preference of around 170 consumers in various categories of different age group and gender by a preference mapping techniques for 24 imported, speciality lager and domestic beers, which were tasted in two different scenarios one in blind tasting and the other with knowledge of brand and price. It was revealed that there is a difference between the preferences of consumers, with some preferring speciality beer or imported beers, and others were preferring domestic or ice beer.

Carlos Gómez-Corona, Héctor B. Escalona-Buendía, Mauricio García, Sylvie Chollet, Dominique Valentin (2016), conducted two different studies to address the question of perception over the Beer, the first study explored the consumption habit of 207 consumers in Mexico City during the Beer festival also understanding better the craft beer representation among the beer consumers. The second study was conducted using consumer ethnographies to understand benefits and the motivations of craft beer consumption. It was also identified that the craft beer was consumed for what it means and as a consequence, they build an identity, perceived as more authentic and unique, in comparison to the mainstream industrial beer consumption and not for its functional attribute.

Carlos Gómez-Corona, Maud Lelievre-Desmas, Héctor B. Escalona-Buendía, Sylvie Chollet, Dominique Valentin (2016), studied the difference in the representation of craft beer across the different cultures. It was observed that 300 participants who performed the given task in Mexico and France share different central elements, Mexican

consumer's share flavours and alcohol, whereas French consumers share party and taste as the central elements.

Rashmi Marathe, Mohini Rasal (2016), studied the drinking habitat of the Pune city market with wine as the base product. The result observed was that the level of the drinking habitat showed a reasonable growth over the period since 2007, with the growth of wine manufacturing companies in and around Pune city.

Ulrich R. Orth, Kannapon Lopetcharat (2016), did a comparative study between two models explaining the preference of the craft beer. The analysis was done through multiple regression analysis and predictor variables based on the product attribute utility and dimensions of brand equity. Where brand equity dimensions have higher analytical ability than a product attribute.

Arch G. Woodside and William O. Bearden (1977), explained a significant amount of variance for attitude, behavioural intention, and reported behaviour in this longitudinal study of brand choice among 105 beer consumers. The effects of summated evaluative beliefs on overall attitudes and situational effects on intentions and reported behaviour were also assessed. In general, the hypothesised sequence of effects on brand choice across periods was supported.

Gianluca Donadini Sebastiano Porretta (2017), explored the quality perception of craft beers in a panel of industrial mass-marketed beer drinkers (n = 150) and examined the differences in interest for this beer segment between men and women by adopting a conjoint rating experiment in which the respondents were given forty-nine beer profiles to evaluate and were asked to score the degree of interest in each profile on a 9-point scale.

J.-X. Guinard, B. Uotani, R. Mazzucchelli, A. Taguchi, S. Masuoka, S. Fujino (2012), Analyzed through a various test that gender differences were observed, with men preferring stronger-flavoured beers (speciality > imported > domestic) regardless of quality, whereas women's hedonic ratings paralleled expert quality ratings. Degree of Liking and Purchase Intent ratings of some domestic and imported beers decreased and increased, respectively,

from the blind to the informed condition, suggesting American consumers view imported beers as superior products, even though blind tasting suggested otherwise. In all age and gender groups, liking for taste was the best predictor of overall liking.

OBJECTIVE

- To study the trend in overall consumption of Beer in Pune city.
- To understand the difference between commercial bottled beers and Draught Beers.
- To find out the widely preferred Beers of an Individual.
- To study the reason behind choosing a particular beverage.
- To analyse the beer preference of an individual according to the age aspect.

RESEARCH METHODOLOGY

To collect the data, the customers around the Pune city were identifying as the sample for the research study. The 'Descriptive research methodology' was used to carry out research successfully.

The data for this study collected was both Primary and Secondary data.

Primary data:

The data collected from the customers from the selected sample limiting to the Pune city was considered as the Primary data, which was in the form of a questionnaire.

Secondary data:

Data collected from the following means:

- Journals
- Books
- Magazines
- Past Data
- Websites etc.

DATA ANALYSIS AND FINDINGS

Demographic Analysis

What is your Age?

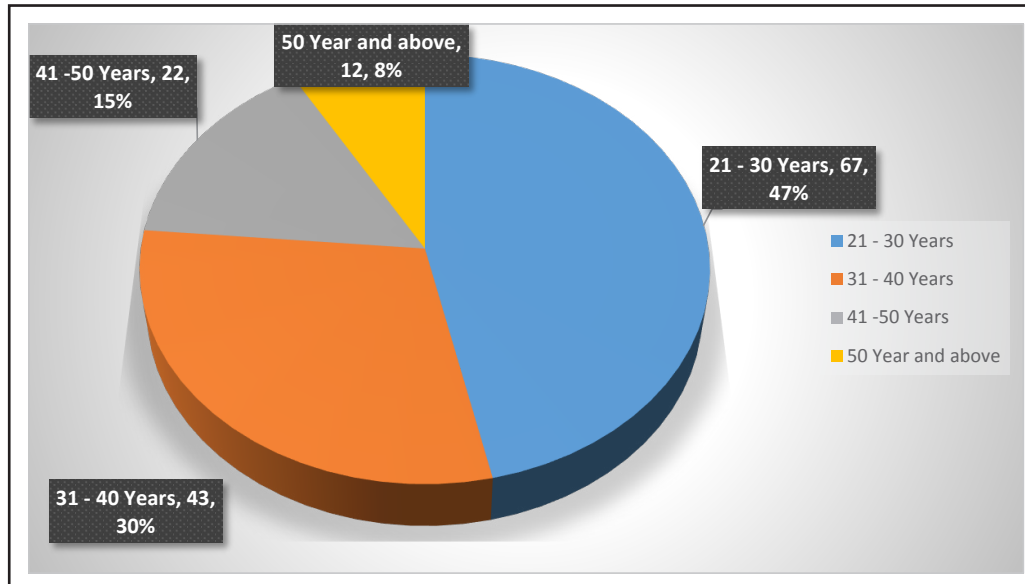


Fig. 2: Age

As Beer is considered as one of the Fermented Alcoholic beverage consisting of 3-7% alcohol by volume the age is a major factor that affects in this study as there is an age limit of 21 years for the consumption of Beer.

Observation: It was observed that beer is an alcoholic beverage mainly preferred by the age group between 21-30 years, where around 47% (67 respondents) of the total respondents are between these age group. The age group of 31-40 years have a reasonable respondents,

having a response of 30% (43 respondents). On the other hand, the age group from 41-50 and 50 above is 15% (22 respondents) and 8% (12 respondents), resulting in a very low response.

Gender

From the response collected from the 142 respondents, almost 70% of the respondents were male, and the rest 30% were female.

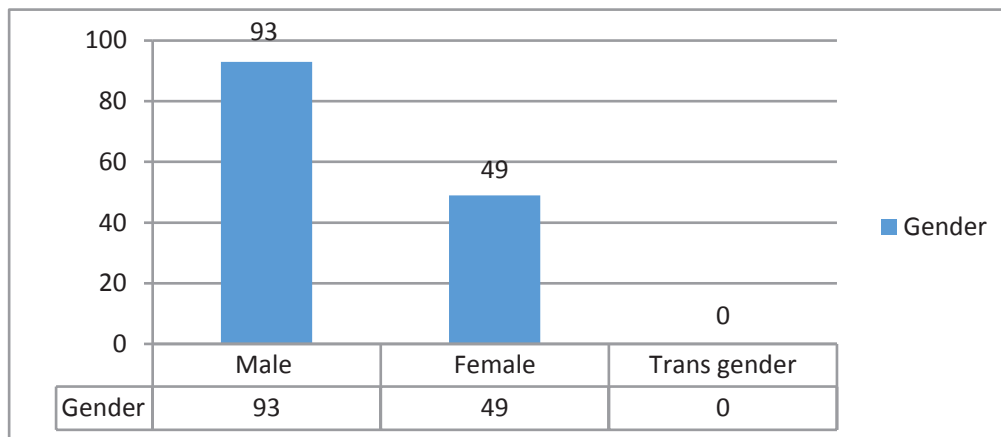


Fig. 3: Gender

Do You Consume Beer?

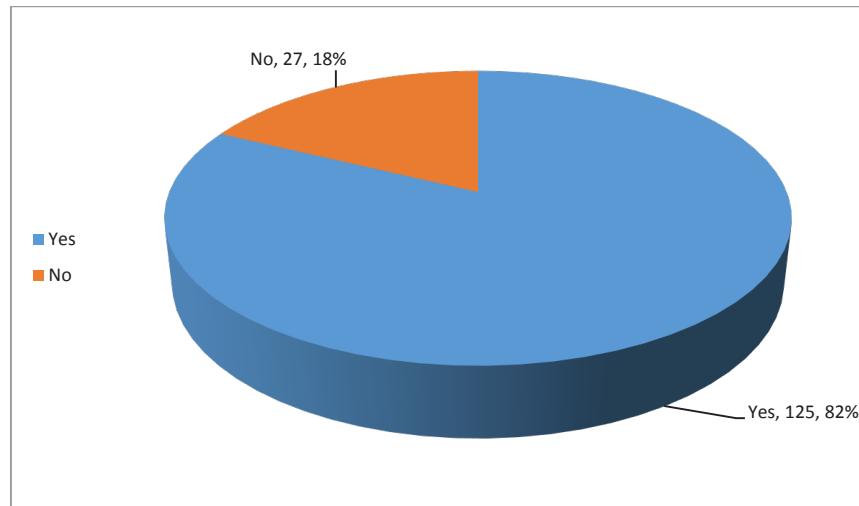


Fig. 4: Do You Consume Beer?

Observation: on the above question asked for the consumption of beer; the response was received where 82% (125 respondents) of the respondents do drink Beer. Whereas the remaining 18% do not prefer or drink beers.

Reason for Not Preferring Beer?

On enquiring further of not preferring beer, the response

received from the respondents was 2 out of the 2 respondents are do not drink any alcoholic beverage at all, whereas 15 of the 27 prefer Spirits and the remaining 10 of the 27 prefer Wine instead of Beers. Also, it was observed that the respondent that don't prefer beer are from the age group of 41-50 years and 50 years above only.

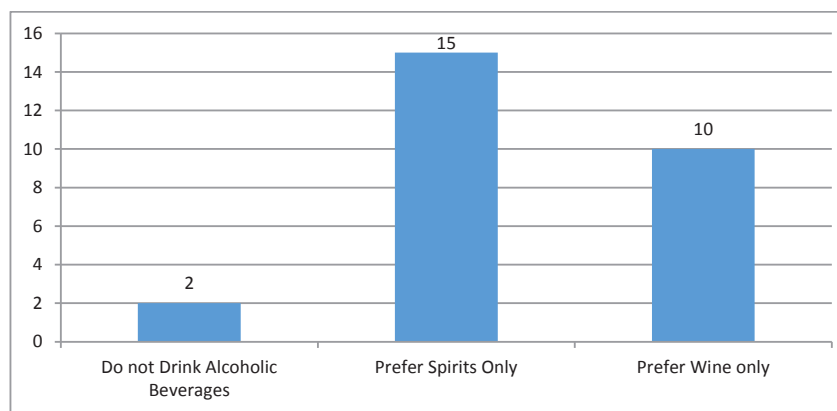


Fig. 5: Reason for Not Preferring Beer

Amongst the Following Which Beer Do You Prefer?

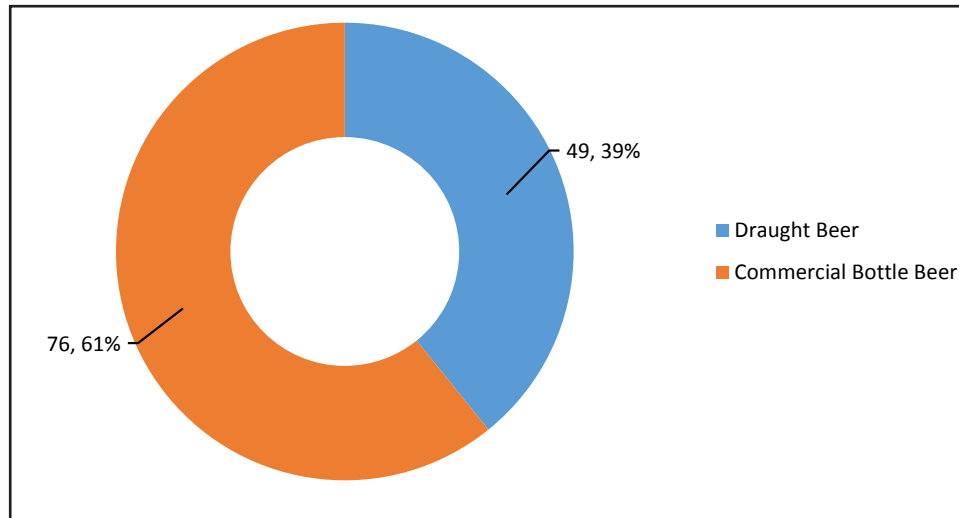


Fig. 6: Amongst the Following Which Beer Do You Prefer?

Observation: According to the response received for the above question about the preference of beer, it can be stated that the response have a mixed outcome where

around 61% (76 respondents) of the total respondents prefer the commercial Bottle beer, whereas 39% (49 respondents) prefer drinking Draught Beer.

If Commercial Bottle Beer, Reason Behind Choosing the Same

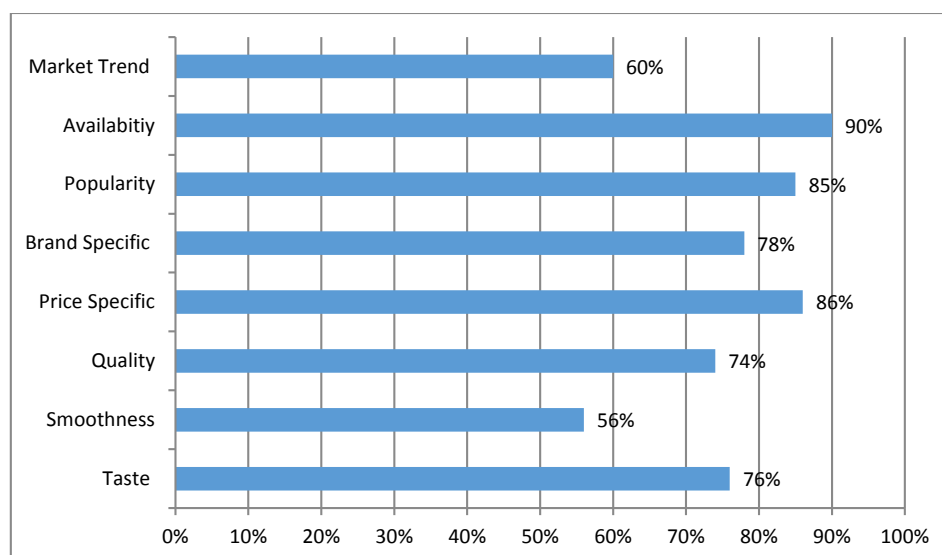


Fig. 7: Reason Behind Choosing Commercial Bottle Beer

Observation: The 76 Respondents who prefer commercial bottle beer are those who are the regular beer drinkers and have a choice of having the regular option of beer drinking. These respondents have given a review over their choice where the reason behind choosing commercial bottle beer is major of the availability, Price factor and Popularity having a response of 90%, 86% and 85% respectively. The other parameters, like Brand, Taste and Quality, was responded in a moderate level with 78%, 76% and 74% respectively.

On the other hand, the respondents believe that market trend and smoothness of the beer aren't the factors that will be a reason to choose the rating that has been received is moderately low which is 60% and 56% respectively.

If Draught Beer, the Reason Behind Choosing the Same

Observation: The 76 Respondents who prefer Draught beer are those who are aware of these types beers and may know the basic aspect of the same, hence choosing by the having the same option of beer drinking. These respondents have given a review over their choice where the reason behind choosing Draught beer is major of Popularity, Taste and Smoothness having a response of 89%, 88% and 86% respectively. The other parameter of Quality was responded in a reasonable level with 75%.

On the Other Hand, The Respondents Believe That Price Factor, Availability, Market Trend and Brand Factor of the Beer Aren't the Factor That Will Be Reason to Make A Choice as the Rating That Has Been Received is Moderately Low Which Is 61%, 63%, 61%and 60% Respectively

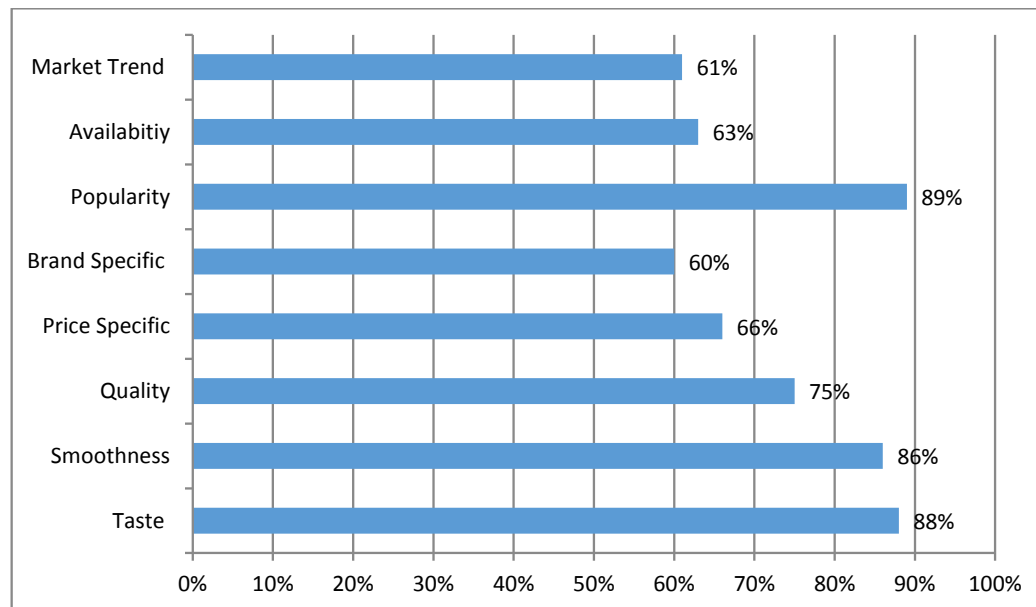


Fig. 8: Reason Behind Choosing Draught Beer

LIMITATIONS OF THE STUDY

- The common limitation of being subjective research might be suffered during this study. The intricacy involved, quantification problems and imperfection of data during the analysis of the information collected are predicted in a way of the behavioural science.
- The research covers the parameter of only Pune city, it may have its own effects and also being carried out in the boundaries of Pune city, it may limit the same boundaries.

- The manipulation of the data at the respondent's level cannot be warded off, as the same is the primary source of data.

The data available on the internet in published and unpublished means are mostly the views of the respective authors and not a universal observation. Further, the respondents oftentimes do not portray a true picture and opinion.

Hence, the aforesaid limitations may subject to the conclusions of the study which are investigative and reminiscent.

RECOMMENDATIONS AND SUGGESTIONS

The following would be the recommendations and suggestions made on the basis of a study carried out over the preference between the consumptions of commercial bottled beers and draught beer in Pune city.

The commercial bottled beers have established a superior market share in Pune city, hence the suppliers may not have to promote this product, but instead may just make some innovation or may develop the product in a unique way and sell.

The draught beer is not turned out to be so popular in the Pune market, hence and advice might be given to the restaurants and brewery cum restaurant to promote these types of beers so as to obtain the better market and introduce to the maximum public.

Looking at the Pune restaurant market, there is quite a good no of Brewery cum restaurant available for example Independence Brewing Company, TJ Brewers, The 1st Brew House.etc which provides numerous option of Draught Beers, hence, the consumers should make an effort and go some extra mile and try these place.

CONCLUSION

To conclude this research study over the preference study between the commercial bottle beer and Draught beer following are some observation that was made.

The brewery around Pune city has a sufficient types of Draught beers and brands of Commercial bottled beer available to offer the consumers, but the commercial bottle beers are the product which has grow timely as it is in the market since decades and has developed in such a state where it doesn't need any promotion of its own.

Whereas on the other hand, the Draught beer which is termed to be the freshly brewed beer is yet to acquire the desired market share in Pune city, which hence is to be promoted on the large scale as compared to the commercial bottle beer.

The Commercial Bottle beer is the beer which is produced in bulk have the same characteristic and feature overall, whereas the Draught beers also the Freshly brewed beers have different features as the may not be made at a single

time in bulk.

The draught beers are also termed to have a better flavours and aroma than the once of the commercial bottle beer.

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