



# MBA633A: Market Research Project

## Finding the increase in consumption of alcohol: BEER INDUSTRY

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### Group 4

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## Problem definition

To find the reason to increase the beer alcohol consumption in India. Beer is an alcoholic beverage consisting of water and malted barley, which is then fermented using yeast and flavored with hops for a slightly bitter taste. It has a relatively low alcohol content in it. Globally, beer is one of the most widely consumed alcoholic drinks. We will understand what makes it different from other alcohol drinks.

### Management Decision Problem:

1. Should the management improve the quality of taste in beer
2. Should the management change the price of product
3. Should the management introduce premium segment in this product

### Market Research Problem:

1. To determine consumer preferences and purchase intentions for the beer taste.
2. To determine the price elasticity of demand and the impact on sales and profits of various levels of price changes.
3. To determine the consumer preference for the premium segment.

**Secondary Data:** The India beer market was stood at a value of nearly **INR 371 billion** in 2020. The industry is further expected to reach approximately **INR 662 billion** by 2026, exhibiting an estimated CAGR of about **9.2%** during 2022-2027.

## Approach to the problem and research design

**Graphical Model** suggests a visual direction of relationships between variables involved in the research.



## Research Questions

Considering the Research questions, we then formulated the hypothesis as stated

Research Questions	Hypothesis
Is there any difference in expectations between consumer and non consumer of beer?	Students who consume and not consume give different kinds of ratings.
Does the taste influence the buying of beer?	Individuals consider taste as a major determinant in buying.
Does the packaging influence the buying of beer?	Individuals consider it easy to carry Can more than bottles.
Does the pricing influence the segment of beer in purchasing?	Individuals would want lesser paying beers in more premium segment.

## Research Design

The research design framework implemented is descriptive in nature. Descriptive research in the form of a survey was undertaken to quantify the parameters of beer as a beverage. Cross sectional design is used as information is collected from the sample of population only once.

### Survey Questionnaire Preparation Method:

A pretesting of questionnaire was done to make the questions more structured, neutral and concise. After which, the online survey made by us was floated on online platforms like Facebook (IIT Kanpur groups), WhatsApp, LinkedIn.

### Nature of Survey:

The **scaling technique** used in the survey was the nominal scaling technique initially to classify the respondent into the ones that have tried beer or not.

The **ratio scale** was used to find the data regarding the pricing of beer.

The **interval scaling** technique was used to find the ratings of preference of beer to be consumed in taste.

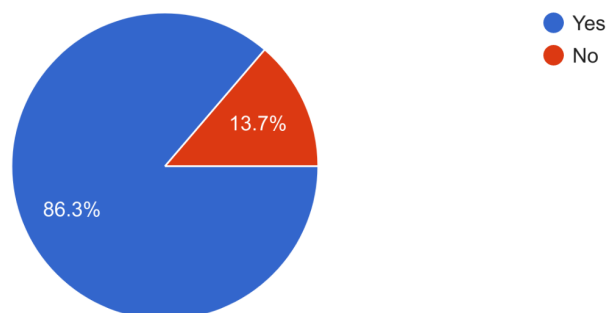
The survey also contained some open ended questions where the respondents mentioned their reasons to prefer beer over other alcoholic drinks.

The target population of the survey consisted of all the residents of IIT Kanpur / India.

## Data analysis and results

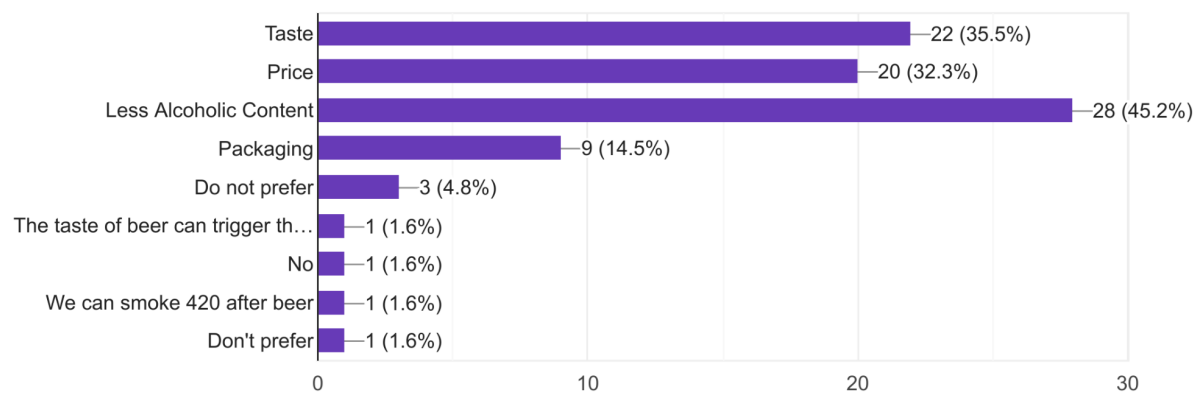
Have you tried Beer as a beverage?

51 responses



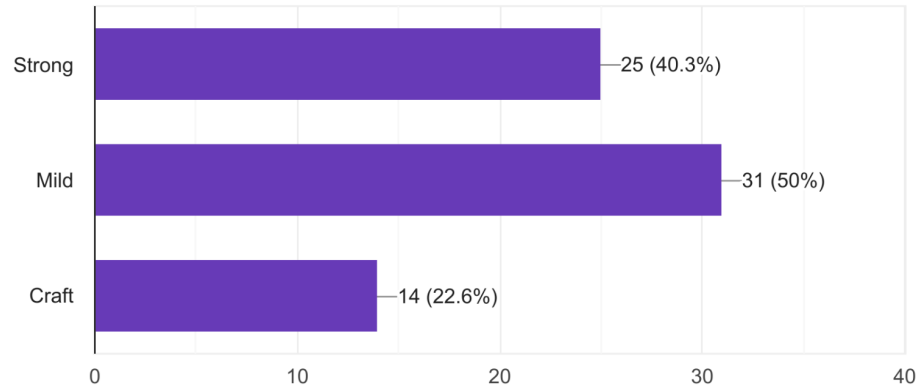
Why would you prefer beer over other alcoholic drinks (Wine, Whiskey, Vodka)

62 responses



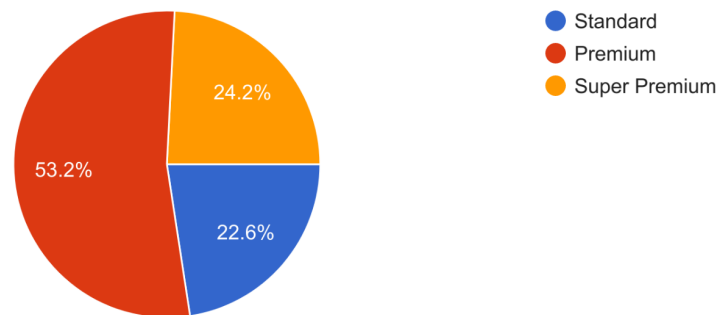
### Basis of types which beer would you prefer?

62 responses



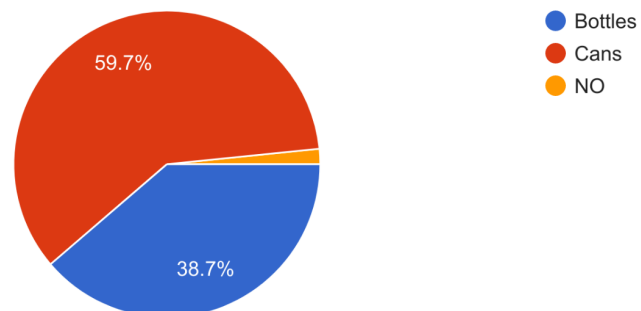
### By quality which segment beer do you drink?

62 responses



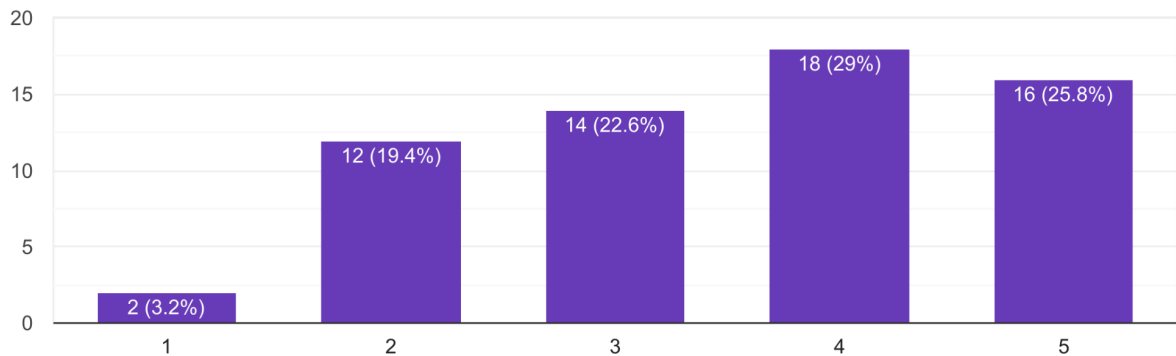
### Based on packaging type what do you prefer?

62 responses



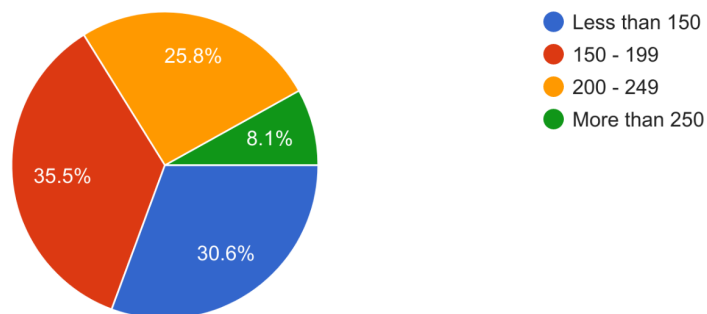
Which kind of beer would you like to try?

62 responses



How much are you willing to pay for 1 pint / Can Beer? (in Indian Rupees)

62 responses



## Recommendations and Limitation

The individuals who consume beer have different preferences over **taste, and pricing** of beer than those who do not consume.

Beer is preferred heavily over other alcoholic drinks in the Market due to its **less/mild alcoholic** content, pricing and taste and also depends on packaging.

But the responses say that there is a need to make the taste of beer **more sweeter** to increase its usage in both consumers and non consumers.

The survey proves that the premium segment is preferred but the **pricing can't be increased** much.

In packaging the **Canned bear** is preferred more over bottle packaging.

## Limitations

The survey needed more time and detailed questionnaire to gain rigorous insights, which was not feasible. Also due to budget constraints we were not able to introduce focus groups and other techniques to gain insights. Due to e-survey there is always chances of having errors in filling.

## Team Members and their contribution:

Members	Responsibility	Rating
Ashok Vishwakarma	Data analysis & research	10/10
Mudit Mamodia	Research and analysis	10/10

## Appendix

**Survey form :** <https://forms.gle/rQhw7rsCPneSCdfk9>

### Resources/ References:

<https://www.expertmarketresearch.com/reports/india-beer-market>

<https://www.statista.com/outlook/cmo/alcoholic-drinks/beer/india>

<http://organikbeer.weebly.com/secondary-data--sales-potential.html>

[https://en.wikipedia.org/wiki/Beer\\_in\\_India](https://en.wikipedia.org/wiki/Beer_in_India)

<https://www.ukessays.com/essays/india/beer-brands-in-india.php>