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MBA633A
Marketing Research Proposal
Group 4
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Finding the increase in consumption of alcohol: State wise in India

Indian Alcohol Consumption – The Changing Behavior provides a comprehensive analysis of the market size of the alcohol industry on the basis of type of products, consumption in different states, retail channel and imported and domestic.

About a third of India's population consumes alcohol on a regular basis and 11% of the total number of Indians are moderate or heavy drinkers.

India is one of the fastest growing alcohol markets in the world. Rapid increase in urban population, sizable middle class population with rising spending power, and a sound economy are certain significant reasons behind increase in consumption of alcohol in India.

Indians are not just drinking more, they are drinking dangerously as well. As many as 57 million people are facing the after-effects of alcohol addiction. A survey by the Community Against Drunken Driving (CADD) revealed that over 88% of youth below 25, consume or purchase alcohol though it's illegal.

Relevant Datasets:

Secondary database links :

1. Nerb.gov.in
2. <https://community.data.gov.in/state-wise-road-accidents-due-to-drunken-driving-consumption-of-alcohol-drug-from-2016-to-2018/>

Relevant academic and trade literature:

1. https://www.researchgate.net/profile/Vivak-Benegal/publication/228458983_The_social_cost_of_alcoholism_Karnataka/links/52396378ad8eb000000/The-social-cost-of-alcoholism-Karnataka.pdf
2. <https://indianexpress.com/article/explained/drun-driving-accidents-in-states-what-numbers-4599876/>

Research Design:

We will be using **qualitative** as well as **quantitative** data to analyze the proposed problem statement.

Validation:

We will be cross referencing to the secondary dataset for validating the hypothesis made.