**SYSTEMIC ANALYSIS OF ALCOHOLIC BEVERAGE CHOICE**

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**Systems Analysis**

**Abstract**

This report explores a systemic analysis that examines the main factors that influence alcoholic beverage choice. The study integrates social, cultural, psychological, and economic aspects, observing how they relate to each other to influence consumption decisions. Through surveys and interviews with 500 consumers, variables such as the influence of the social environment, advertising, taste preferences, and purchasing power are examined. The findings show that consumers’ choices are markedly influenced by their social and cultural environment, as well as personal preferences and advertising.

Keywords— Alcoholic beverage choice, systemic analysis, cultural factors, consumption preferences.

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**I. INTRODUCTION**

Alcohol consumption is a practice present in most cultures, and consumption patterns vary according to factors such as age, gender, socioeconomic status and cultural context. Consumer choices are not explained solely by individual preferences, but are determined by a series of complex and intertwined influences.

The systemic approach allows the analysis of alcoholic beverage choice by examining these multiple influences as an interrelated whole. Previous studies have identified key factors such as advertising, social norms and demographic characteristics. This report analyses how these elements interact to influence consumer decisions in different segments of the population.

The objective of this study is to provide a comprehensive analysis of the factors affecting alcoholic beverage choice, with a focus on the interaction between individual preferences and external influences.

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**II. METHODOLOGY**

**A. Study Design**

The present study adopted a mixed approach, using both quantitative and qualitative methods to obtain a comprehensive view of the factors influencing the choice of alcoholic beverages.

**B. Sample**

A sample of 500 people was selected, representative of different age groups (18-65 years), gender and socioeconomic levels. Participants were surveyed in different cities to obtain a broader view of consumption dynamics. Additionally, interviews were conducted with 30 randomly selected individuals to delve deeper into the reasons behind their choices.

**C. Data Collection**

Data collection was conducted in two phases:

1. Quantitative Surveys: A structured survey was designed covering topics such as alcoholic beverage preferences (beer, wine, spirits), the impact of the social environment, the influence of advertising and economic factors.

2. Qualitative Interviews: Semi-structured interviews were used to further explore motivational factors, past experiences, and perceptions about different alcohol brands.

**D. Data Analysis**

Logistic regression techniques were used to examine correlations between sociodemographic factors and beverage choice. For qualitative data, thematic analysis using content analysis software (NVivo) was used, which allowed for the identification of recurring patterns and themes across the interviews.

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**III. RESULTS**

**A. Preferences by Type of Beverage**

Results indicated that consumer preferences varied significantly by age and gender. Young men (18-35 years) showed a greater inclination towards beer, while women in that same age range tended to prefer cocktails and wine. Among older age groups, both men and women opted for wines and distilled spirits, such as whiskey or rum.

**B. Influence of Social Environment**

Social environment was found to be a predominant factor in beverage choice. Over 70% of respondents mentioned that they selected a specific beverage due to the influence of friends or peers at social events. This phenomenon was more pronounced among younger age groups, while older age groups were less influenced by their immediate social environment.

**C. Impact of Advertising**

Advertising played a significant role, especially among younger consumers. Approximately 65% ​​of respondents aged 18-30 indicated that advertising had influenced their purchasing decisions for alcoholic beverages, compared to only 40% of respondents aged 50 or older.

**D. Economic Factors**

Price was a decisive factor for lower-income consumers, who opted for cheaper drinks regardless of the quality or prestige of the brand. On the other hand, higher-income consumers prioritized the brand and the perception of quality over price.

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**IV. DISCUSSION**

The results confirm that the choice of alcoholic beverages is not an isolated decision, but depends on multiple interrelated factors. The influence of the social environment is particularly notable, as people tend to adapt their preferences based on group norms and social contexts.

Furthermore, advertising, especially on digital platforms and social media, has been shown to have a significant impact, particularly on younger generations, who are more susceptible to brand messages and consumer trends driven by influencers and celebrities.

Economic factors also play an important role in market segmentation. Brands that offer products at affordable prices attract lower-income consumers, while premium brands are more attractive to higher-income consumers.

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**V. CONCLUSIONS**

This study has shown that the choice of alcoholic beverages is mediated by a complex network of social, cultural and economic factors. The systemic analysis allowed us to better understand the interactions between these factors and how they affect different groups of consumers.

The social environment and advertising are the predominant forces influencing consumption decisions, especially among young people. Price, meanwhile, remains a key consideration, although it varies according to socioeconomic status.

For companies in the alcoholic beverage sector, these findings underline the importance of adapting marketing strategies to different consumer segments. In future research, it would be useful to analyse the evolution of these preferences in a longer time context, as well as to study the impact of regulatory policies on alcohol consumption.

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