# A STUDY ON MARKET POTENTIAL OF PUBS IN KERALA

## Project Report

**Submitted By**

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**Under the guidance of**

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In partial fulfillment of the requirements for award of the degree of

## Bachelor of Management Studies (International Business)



## ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

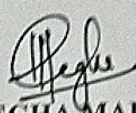Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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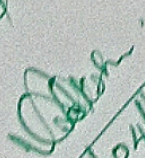ST. TERESAS COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI – 682021



### CERTIFICATE

This is to certify that the project entitled "A study on Market Potential of Pubs in Kerala", has been successfully completed by Ms. Sneha Jude, Reg. No. SB20BMS032, in partial fulfillment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2020-2023.

Date : 19.04-23

Ms. MEGHA MARY MICHAEL

INTERNAL FACULTY GUIDE

# <u>DECLARATION</u>

I, Sneha Jude, Reg. No. SB20BMS032, hereby declare that this project work entitled "A study on market potential of pubs in Kerala" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date: 19.04.23

**SNEHA JUDE**

**Reg. No: SB20BMS032**

# <u>ACKNOWLEDGEMENT</u>

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# EXECUTIVESUMMARY

One of the elemental characteristics of social life is social interaction. Social interaction always brings a positive atmosphere and it opens a wide range of social connections. The formation of pubs plays a vital social function by opening a space for the people to gather together in a delightful and significant social interaction.

This study examines a study on market potential of pubs in Kerala. A Google form based on the topic was created and the responses were collected for the study. A detailed analysis was conducted through SPSS via Chi Square, T test and percentage analysis. All information helped to understand the various features of the formation of pubs.

The study highlights the fact that the people of Kerala shows a pragmatic attitude towards the establishment of pubs. Spending time in pubs plays a pivotal role in the social lives of many individuals, groups and communities. Pubs are refreshing for both men and women as well as legally eligible citizens to enjoy their leisure times through concerts and live music rather than the consumption of alcohol. The findings of the study clearly indicates the idea that the development of pubs helps to provide a mental health and brings a stress free atmosphere instead of showcasing the negative aspects.

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# CHAPTER ONE

# INTRODUCTION

**1.1 INTRODUCTION TO THE STUDY**

The rapid growth of the alcohol and beer industries in India indicates a

huge potential for breweries, pub culture, and resto bars. According to a recent study published in the medical journal Lancet, India's alcohol consumption has increased over the past three decades. According to the findings of the Lancet study, men in the 40-64 age range consumed the most alcohol, up 5.63 percent since 1990, followed by men in the 15-39 age range, up 5.24 percent. It has gone up by 2.88 percent for the elderly. The most recent National Family Health Survey in India, which was released in May, also revealed that male and female alcohol consumption was higher in rural areas of the country than in urban ones. Around 1% of Indian women over the age of 15 drink, while 19% of men in the same age group do.

According to IWSR Drinks Market Analysis, which was cited by Reuters, the alcohol market in Nigeria, which is worth $20 billion (€20.5 billion), is anticipated to expand at a rate of 7% annually between the years 2021 and 25, with whisky and spirits being among the most popular beverages.

Prior to the COVID pandemic, when consumption dropped nearly 12%, India was one of the fastest-growing markets for liquor. Vinod Giri, director general of the Confederation of Indian Alcoholic Beverage Companies, told DW, "Penetration and frequency of alcohol consumption are rising with changes in its social acceptance, urbanization, female empowerment, rising incomes, and product innovations."

After being isolated for two years due to the pandemic, an increasing number of young people, particularly in cities, are now socializing in restaurants, clubs, pubs, and bars. In addition, alcohol businesses are increasing production and distribution ahead of the Hindu New Year in order to boost sales and maximize profits.

According to Vijay Kauthekar, vice president of sales at John Distilleries, "quite a lot of the growth has also come in from new categories like light beer, wines, light alcoholic beverages, liqueurs, and single malts."

"In the 1990s, India did not have a fine dining culture and few clubs or restaurants served alcohol," he told DW. "This has changed completely today with a vibrant fine dining culture across all metros and smaller towns nationwide."

Due to the popularity of beverages, the beverage industry is expanding. These categories contribute to the increase in both volume and value of the restaurant industry through new innovations, creation, and reinvention. For instance, India's beer consumption today is only 1.5 liters per person per year, compared to 22 liters on average worldwide. This new market is essential for propelling global industry expansion. Nowadays, the majority of customers prefer establishments that offer both excellent food and alcohol. Additionally, having a bar on-site makes it easier for diners to socialize, which improves the restaurant's atmosphere. Nowadays, a lot of people don't want to eat everything, but they still want to try the drinks and cocktails at the restaurant.

The pub, bar, cafe, and lounge (PBCL) market in India is being fueled primarily by individuals' rising levels of disposable income. Another significant growth-inducing factor is the growing working population's interest in leisure activities, which has fueled an increase in nightlife and midweek party trends. In addition, numerous age groups' widespread use of alcoholic beverages for socializing is positively influencing market expansion. In addition, the national expansion of the market is being fueled by the growing demand for day-trip destinations like malls and day-care centers in smaller cities. In addition, the market is expanding due to the rising popularity of reviving and recreational drinks as well as the expanding penetration of domestic and international players. In addition, the pub, bar, cafe, and lounge (PBCL) market in India is anticipated to be fueled by a growing number of breweries and wineries as well as several brands offering services to customers at reasonable prices to strengthen their businesses.

Pubs and bars in cities such as Bengaluru, Pune, and Mumbai also serve as venues for upcoming musicians, bands, stand-up comedians, and other performers. People between the ages of 20 and 40 seek out pubs and nightlife as a stress reliever in order to de-stress from their hectic work schedules.
Alcohol is a major source of revenue for state governments in India, so
its consumption cannot be denied. People are opening more pubs and resto bars because they are profitable businesses, which is fueling pub culture. More tourism is drawn to areas with pubs and resto bars that provide a good atmosphere and night life that meets the needs of western culture. According to data from the global market research company Euromonitor, younger customers, competitive pricing, and a proliferation of options have all contributed to the faster growth of bars and pubs over the past two years than cafes have. In 2014–16, the category of bars and pubs experienced growth of 23.5 percent, compared to 21.6% for cafes. Additionally, in the past two years, a large number of bars, breweries,

microbreweries, and pubs have opened across markets, whereas organized players have not opened as many specialized coffee stores.

## 1.2 STATEMENT OF PROBLEM

India share a common pub culture when compared to other nations, as well as how people in our society feel about various kinds of bars and pubs. Kerala has not yet dived into this culture. The purpose of this study is to ascertain whether the generation of today is experiencing an increase in pub culture in Kerala.

## 1.3 LITERATURE REVIEW

### 1.3.1 Interpersonal Influence

Up to 80% of a hospitality manager's day is devoted to interpersonal communication (Woods and King, 2010). A manager interacts with visitors, staff members, coworkers, and superiors. A management interacts with their subordinates most frequently in interpersonal communication. In the course of a typical workday, managers must inspire their staff, offer instructions, and occasionally even chastise them. Because of their managers' poor interpersonal communication, employees may elect to quit, which adds needless organizational turnover since they feel confused, unmotivated, underappreciated, and frustrated. Interpersonal communication is a skill that is essential for leaders to succeed, according to both Scudder and Guinan (1989) and Brownell (1992); nonetheless, the majority of entry-level managers lack strong interpersonal communication abilities (English et al., 2007, Hodges and Burchell, 2003).

In the food and beverage industry, effective interpersonal and communication skills are essential for company success. Clients who visit you want excellent service in addition to delectable food and drinks. Your consumers and service will remain dissatisfied if your food is subpar. Businesses must offer their consumers warm treatment when it comes to food and beverage service. Both current and potential customers benefit from it. Outstanding interpersonal skills are required of personnel in restaurants, bakeries, coffee shops, and bars. They must be social, polite, and have good manners in order to communicate with others.

Effective communication is the culmination of interpersonal abilities. Also, it entails communicating and cooperating with others, either individually or collectively. Your ability to connect with people is implied. Strong people skills enable you to understand people's

needs and respond to them in a way that benefits your organization. To put it briefly, you will require interpersonal skills to build positive interactions with your clients, staff members, and colleagues. Sadly, having good interpersonal and communication skills in the food and beverage industry sometimes means dealing with irate customers and troublemakers. Without disturbing the tranquilly or damaging the company's name, you must deal with them.

### 1.3.2 Food & Service Quality

The hotel sector is a company that offers services for both leisure and business travelers, including lodging, dining, and entertainment. It consists of lodging, food and drink, and services tailored to the needs of the visitors, all of which provide a profit for the hotel's proprietors. Hotels are directly impacted by the pandemic crisis. As a result, the requirements for applying for hotel services should take precautionary measures into consideration. The hotel's food and beverage staff must make sure that customers are happy and satisfied while consuming to meet both their mental and physical needs (Pimonsompong,2007). The primary considerations for service provision are food safety and hygiene. The notion that customer expectations and perceptions are signs of high service quality is supported by this (Suksutdhi, 2020; Kandampully, 2006; King and Cichy, 2005). The hotel's service consists of a presentation of beneficial and enjoyable activities that are marketed alongside goods. Two sorts of products can be distinguished: tangible products and intangible products, which cannot be separated, are ambiguous, are challenging to standardise, and cannot be kept (Samerjai,2002) Hotel service is defined as ongoing, precise, and adaptable.

Customers in the foodservice industry have a variety of options, which could cause establishments to change if expectations are not satisfied (Stevens et al., 1995; Park and Jang, 2014b). Restaurants are frequently thought to be primarily concerned with the variety and quality of the food, the service, the cost, and the ambiance. Yet, foodservices offer complete meal experiences rather than focusing primarily on these characteristics (Yuksel et al., 2010). Service quality (SQ), which is intangible, unique, and subjective by nature, is a crucial component of these encounters (Chow et al., 2007). As a result, restaurants work to manage particular aspects of total quality management in order to improve the client experience (Psomas and Jaca, 2016).

### 1.3.3 Liquor Safety Concerns

The safe serving of alcohol is crucial for people in the food and beverage industry because failing to behave appropriately can lead to penalties, license loss, and even the closure of

the company. To reduce the risk of alcohol-related problems connected with the use and misuse of alcohol by anyone, it is crucial for all levels of the hospitality, tourist, and retail service industries to practice responsible sale and service of alcohol (RSA). A safer atmosphere for drinking alcohol in a professional and responsible manner must be supported and promoted by management and all employees who sell or supply it. A better environment is produced for both consumers and workers by practicing responsible alcohol sales and service (James Murphy).

Excessive alcohol use is linked to adverse health effects, such as car accidents, injuries, and aggression (National Highway Traffic Safety Administration, 2013; Savola, Niemela, & Hillbom, 2005). Alcohol can be served to customers who are obviously drunk at licensed establishments like pubs and restaurants, which might lead to excessive consumption, which is directly tied to these results (Graham, Osgood, Wells, & Stockwell, 2006; Stockwell, Lydon, & Rydon, 1993). According to evidence, there is a higher danger of injury as intoxication levels rise (Graham et al., 2006).

Alcohol-serving establishments frequently encourage excessive drinking through drink specials and promotions (Thombs et al., 2008), and servers frequently serve alcohol to customers who show clear signs of intoxication despite laws against this practice (Buvik, 2013; Freisthler, Gruenewald, Treno, & Lee, 2003; Gosselt, Van Hoof, Goverde, & De Jong, 2013; Lenk, Toomey, & Erickson, 2006). Within places that serve alcohol, the social and physical environment can be changed to lessen the negative effects of excessive use. Appropriate measures include altering business policies that encourage extensive alcohol consumption (Babor et al., 2010). Through Responsible Beverage Service (RBS) training that emphasises manager and policy Formulation, establishment policies may be impacted (Toomey et al., 2001, 2008).

### 1.3.4 Attitudes towards Pubs

In contrast to more economically minded establishments in town and city centres, the term "community pub" has gained widespread acceptance to designate establishments that still serve a significant social function for the neighborhood. These bars are highly regarded for "providing a location where local people may connect and socialize" and "are viewed by the public to be an important venue where people from different backgrounds can meet and engage," among other things (Muir 2009: 54). The village bar can consequently have a big impact on the community's economic, social, and cultural life, especially in rural locations (Markham and Bosworth 2016; Mount and Cabras 2016). In a time when many communities are becoming more fractured, some people are at risk of social isolation and disengagement, these venues are claimed to promote community interaction and cohesion

(Cabras and Mount 2017). The planned and impromptu social interactions that happen in pubs, according to Markham (2013: 270–271), "help to create, expand and strengthen social networks" and indicate that informal sociability "ranging from simple greetings through to in-depth social and conversational engagement with others...lends itself well to the creation, expansion and strengthening of social networks."

Academic literature has shown the importance of alcohol use in promoting sociability, friendship creation and maintenance, and other close social connections (See Thurnell-Read 2016). In many communities, drinking in pubs has long been the major form of recreation (Mass Observation 1943), and bars continue to be largely regarded as distinctive social venues that bring people together in public settings (Markham 2013; Thurnell-Read et al. 2018). Pubs are thought of as venues where casual social interaction is encouraged and where tightly observed norms of conduct and comportment can occasionally be relaxed, allowing for dialogue between strangers and passing acquaintances (Dunbar 2016). (Fox 2005). According to research by Cabras and Mount (2017), locals and groups can congregate in pubs to socialise, form, and sustain relationships with one another.

### 1.3.5 Customer Satisfaction

Factors affecting restaurant patrons' pleasure with their experience. The main goal of businesses that make an attempt to grow new sales should be to satisfy clients in the highly competitive food market, such as the restaurant business. Food can and will continue to have a significant impact on customer loyalty and repeat business because food is such an important component of the dining experience at a restaurant. Delivering affordable meals to customers is today's crucial test for restaurants, which is equally persuading for business enthusiasts. Food of high quality stands out among the other effective strategies. A great strategy among the others is eating well. Rebekah (2017) asserts that there are a number of variables that can be discussed when discussing factors that affect customer satisfaction in restaurants, including accessibility, navigation, language, memory, personalization, convenience, intuition, real-time, simplicity, logic, deliverability, choice, community, and moment of truth.

The term "hospitality industry" covers a wide range of businesses and administrations involved in recreation and client fulfilment. Hallak, Rob, and Etal (2019) also mentioned the distinctive feature of the hospitality sector, which puts more emphasis on luxury, pleasure, and experience than it does on providing food for essentials and core values. Also, they highlighted three subsectors of the hospitality sector, such as restaurants, bars, and takeaways. One of the most important tools for a successful business has been customer happiness. Customer satisfaction is a general assessment that emphasises 100% acquisition

and administrative participation (Fornell, Johnson, Anderson, Cha and Bryant 1996). Marketing that shows the client's desire for the quality of the product and service results in customer happiness.

## 1.4 SIGNIFICANCE OF STUDY

A strategic method for locating market possibilities and allocating resources where they will yield the most long-term returns is market potential analysis. Analysis of market potential is not utilized for short-term forecasting, but it can be useful in identifying markets with significant future growth potential.

This study examines rising demand for these businesses and provides you with an overview of the beverage and hotel industries' expansion, as well as the emergence of new trends. Also evaluating the commercial viability of beverages.

## 1.5 SCOPE OF THE STUDY

This study involves analysis of beverage and hospitality industries by examining people between the ages of 20 and above 35 who primarily use pubs and nightlife as a stress reliever in order to de-stress from their regular hectic work life.

## 1.6 OBJECTIVES OF THE STUDY

- To understand the reasons for Kerala's growing pub culture.
- To examine how people between the age group of 20 and above 35 gravitate toward pubs and nightlife.
- To evaluate the advantage of improved beverage culture in Kerala in comparison with other state.

## 1.7 CONCEPTUAL MODEL



INTERPERSONAL INFLUENCE

FOOD & SERVICE QUALITY

SOCIAL & ECONOMIC PROFILE

LIQUOR SAFETY CONCERNS

ATTITUDES TOWARDS PUBS

CUSTOMER SATISFACTION
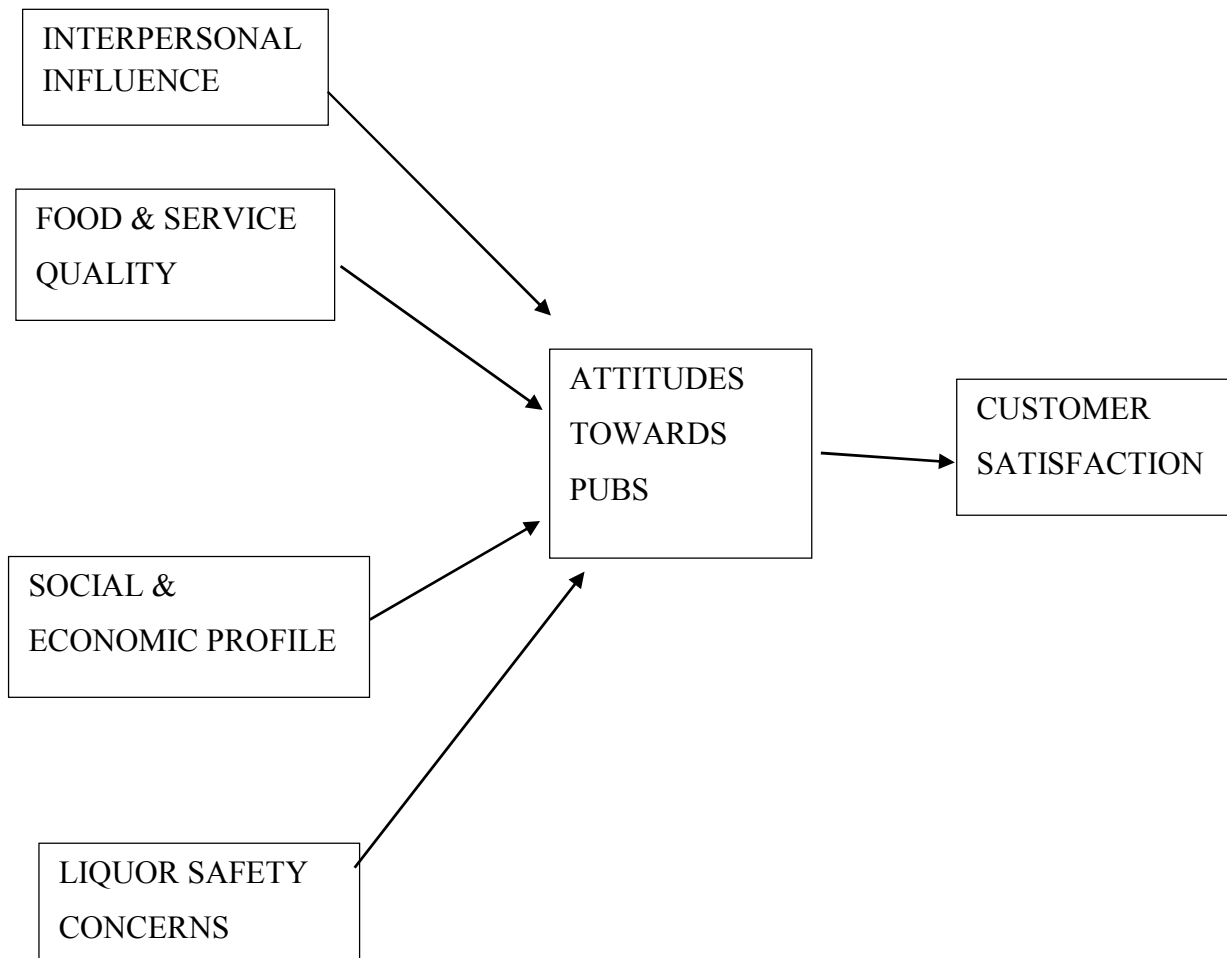
## 1.8 RESEARCH HYPOTHESIS

Hypothesis 1(H1): There is a positive relationship between interpersonal influences in attitude towards pubs.

Hypothesis 2(H2): There is a positive relationship between food and service quality with attitude towards pubs.

Hypothesis 3(H3): There is a positive relationship between socio economic profiles with the attitude towards pub.

Hypothesis 4(H4): There is a positive relationship between liquor safeties with the attitude towards pub.

Hypothesis 5(H5): There is a positive attitudes towards pubs in Kerala.

Hypothesis 6(H6): There is a positive relationship between attitudes towards pub with customer satisfaction.

## 1.9 RESEARCH METHODOLOGY

### 1.9.1   Data Collection

There are two approaches that researchers typically employ when it comes to collecting data. These techniques include primary and secondary data collecting. The basic data for this survey were gathered using a quantitative approach. Self-administered questionnaires with questions on nominal, interval, ratio, and ordinal scales are used to collect the data.

### 1.9.2 Sampling Method

Keeping in view the limitation of the time and resources, the sample size taken is 210 respondents. Questionnaires were distributed to the respondents and enough time was given to fill questionnaire to reduce sampling errors.

### 1.9.3 Sample and Sampling Technique

The sample of this study is 210 respondents. The study was conducted for a period of 30 days from 15th January, 2023 to 14th February, 2023. The study uses convenience sampling techniques which is a type of non-probability sampling technique. It involves selecting the sample population from a pool of conveniently available respondents.

### 1.9.4 Data Analysis Technique

The entire data has been analyzed using SPSS software package. The tools used in the analysis in SPSS are as follows:

- Chi-square
- Independent Sample T-test
- Percentage Analysis

## 1.10   LIMITATION

- Many respondents did not put in their honest opinions
- Time constraints were one of the major limitations as research activities were done alongside academic activities.

# CHAPTER TWO

# INDUSTRY & PRODUCT PROFILES

**2.1 INDUSRTY PROFILE**

**(A) <u>ALCOHOL INDUSTRY</u>**

An alcoholic beverage is a beverage that contains ethanol, a type of alcohol that works as a narcotic and is made by fermenting grains, fruits, or other sources of sugar. It is also referred to as an alcoholic drink, strong drink, adult beverage, or a drink. Drinking, or the use of alcoholic beverages, is a social activity that is significant in many cultures. The manufacturing, sale, and consumption of alcoholic beverages are often governed by regulations. The use of a warning label and the labelling of the alcohol content percentage may be mandated by regulations. While some nations outright prohibit such behavior, alcoholic beverages are generally legal elsewhere. In 2018, the global market for alcoholic beverages reached $1 trillion. Over 33% of all people consume alcohol, making it one of the most popular recreational drugs in the world. In 2015, 86% of adults in the United States had ingested alcohol at some point, with 70% doing so within the previous year and 56% within the previous month. Beers, wines, and spirits are the three main categories of alcoholic beverages, and most of them have an alcohol concentration of between 3% and 50%. In 2016, there were 39% more men than women who consumed alcohol on average (2.4 billion people in total). Males consume 1.7 drinks per day on average, compared to 0.7 for females. In many parts of the world, drinking rates vary greatly.

Alcohol laws control the production, handling, and labelling, selling, distribution, blood alcohol concentration of drivers of motor vehicles, open containers, and transit of alcoholic beverages. These regulations typically aim to lessen the negative effects that alcohol drinking has on one's health and society. Alcohol regulations, in particular, determine the legal drinking age, which typically ranges between 15 and 21 years of age, occasionally depending on the type of alcoholic beverage (e.g., beer vs wine vs hard liquor or distillates). While some nations may not have a minimum age for purchasing or drinking alcohol, most nations put the minimum age at 18.

- **Alcohol Consumption in India**

In India, the rate of alcohol use has increased during the past three decades. The quick recovery of alcohol during the epidemic demonstrates the enormous domestic market. Due to India's rapid population growth, 13 million persons of legal drinking age are born each year; of these, at least 3-5 million will eventually consume alcohol, indicating a significant rise in the country's overall alcohol consumption rate. Due to the alcohol industry's rapid growth, consumption patterns are drastically altering, with new, unexpected trends appearing every year. According to global data, India is the country that consumes the most whisky. India is also the ninth-largest alcohol consumer in the world in terms of volume of consumption. Alcohol use is higher in rural India than in urban

India, according to the National Family Health Survey-5 (NFHS-5) 2019–21. In general, just 1% of women in the 15–49 age range use alcohol, as opposed to 22% of men in the same age range.

- **Challenges Faced By Alcoholic Beverage Industry**
    a) Developing an online presence
    b) Consumers Want Ethical Brands
    c) Alcoholic Drinks Have More Competition
    d) Working within Regulations
    e) Moderation and Smaller Portions

## (B) HOSPITALITY INDUSTRY

Among the many industries that make up the service sector's hospitality sector include hotel, food and beverage service, event organizing, theme parks, travel, and tourism. It contains lodging facilities, travel businesses, eateries, and bars. Although there are many similarities between the travel and hospitality industries, there are also some minor variations to be aware of. The services for persons who have travelled for a brief length of time away from their customary place of residence are at the core of the travel and tourism industries. By contrast, the hospitality industry is concerned with services related to leisure and customer satisfaction. This may well mean offering services to tourists, but it can also include the provision of services to people who are not tourists, such as locals enjoying their free time, or people coming to an area for reasons other than tourism.

Since the end of the financial crisis ten years ago, the worldwide hospitality industry has had a major development surge that has coincided with the expansion of the global economy. The World Bank estimates that before the global epidemic struck in 2019–20, the global economy grew at a rate of more than 3% annually. The global economy expanded by 5.5 percent in 2021 as a result of pent-up demand at the start of the pandemic, but it is expected to slow down to 4.1 percent in 2022 and 3.2 percent in 2023 before returning to pre-pandemic levels. This exceptional growth has benefited the hospitality and tourism sectors by encouraging global travel, which has increased the number of room nights for both leisure and business travel.

- **Hospitality Industry in India**

The Covid-19 impact in 2020 slightly derailed the hospitality sector's rapid rise over the previous five years in India. As a sunrise industry, it has a great deal of potential for future expansion. One of the most lucrative industries is hospitality, which employs over 8% of the labor force and has generated an estimated 15 million new employment in recent years. It is one of the top industries in the nation luring FDI, or Foreign Direct Investment. The Indian hospitality sector has had moderate growth over the past few years and has the potential to grow even more in the future.

Travelers from all over the world have been flocking to the country due to its diverse and rich culture. Both domestic and foreign tourists have acknowledged India as a destination for spiritual tourism. India's ranking in the World Economic Forum's index measuring the competitiveness of the travel and tourism industry has increased steadily, rising from 65th in 2013 to 34th in 2019.

- **Challenges Faced By Hospitality Industry**
  a) Staff Shortages and Retention
  b) Cost of Living Crisis
  c) Increase in Hospitality Tech
  d) Environmental considerations
  e) Meeting demand

## (C) PRODUCT PROFILE IN ALCOHOL INDUSTRY

**1. Vodka**

Vodka is traditionally made from potatoes or fermented cereal grains. Some brands also make it from other substances like fruit or sugar. One of the most used and loved alcoholic drink, vodka is either consumed neat or as cocktails like Martini, Bloody Mary and Cosmopolitan.

**2. Whiskey**

Whiskey is type of distilled alcoholic beverage, generally made from fermented grain mash including barley, corn, rye, and wheat.

The distinctive taste of the drink is achieved after it is fermented in charred white oak wood. The aging process of whiskey stops once it is bottled from the casks. Up to 40% of alcohol is present in a good whiskey.

**3. Brandy**

Although brandy can be made from any fruit but in order to achieve higher acidity it is traditionally made from early grapes. Generally an after dinner drink, brandy contains 35-60% alcohol. Unlike whiskey, brandy is aged either in wooden barrels or through caramel coloring.

**4. Vermouth**

Infused with roots, barks, flowers, seeds, herbs, spices and fortified by adding brandy, vermouth is actually an aromatized wine. There are generally two types of vermouth- sweet and dry. This drink is famous as an ingredient in Martini.

### 5. Cognac

Technically a type of brandy but cognac deserves a special mention because this particular drink can only be made if certain requirements are met. Cognac is made using special Ugni Blanc grapes, must be distilled twice in copper pot stills and should be aged at atleast two years in French oak barrels from the French districts of Limousin and Tronçais.

### 6. Beer

Barley, water, hops and yeast are the four magic ingredients that are required for making beer. The sugar from the barley are extracted and is converted to alcohol by the yeast. Other grains like maize, rice, rye and wheat are also used in making beer

### 7. Port Wine

The most special feature about port wine is its sweet taste. It is a fortified wine and is traditionally produced in Portugal. This is a dessert wine and is made using mostly Tinta Barroca, Tinta Cão, Tinta Roriz, Touriga Francesa, and Touriga Nacional varieties of grapes.

### 8. Rum

On of the most loved alcoholic drink, rum is actually made by using the byproducts of sugarcane or sugarcane juice directly and is then distilled. The liquid is then aged in barrels.

### 9. Gin

Similar to vodka, gin gets its name from Juniper berries. It is made from juniper, coriander, citrus peel, cinnamon, almond or liquorice, with neutral grain alcohol. All the flavourings in the gin is natural.

# CHAPTER THREE
# DATA ANALYSIS & INTERPRETATION

## 3.1 Demographic Details of the Respondent

| Demographic characters | | Number of respondents | Percentage % |
|---|---|---|---|
| Gender | Male | 94 | 44.3 |
| | Female | 116 | 55.7 |
| | Other | 0 | 0.0 |
| Total | | 210 | 100 |
| Age | 20-25 | 168 | 80 |
| | 25-30 | 6 | 2.9 |
| | 30-35 | 6 | 2.9 |
| | >35 | 30 | 14.3 |
| Total | | 210 | 100 |

**Table 3.1(a)** *Demographic Details of the Respondent.*

It is shown that out of 210 respondents 80 % comes under the age group of 20-25, 2.9% comes under the age group of 25-30, 2.9% comes under the age group of 30-35, 14.3% comes under the age group of above 35. In gender 44.3% comes under male category and 55.7% comes under female category and there is no response for other category.

**3.2 Association between the gender and knowledge towards Pubs.**

This study is conducted to analyse whether there is a relation between gender and knowledge towards pubs. Pubs provide meeting places, supporting formal and informal social networks, and a focal point for community events. They also play a key role in supporting local economies, and in providing residents and visitors with access to information and services.

| | | Gender | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Other | |
| Do you know about any pubs in Kerala? | Yes | 33 | 44 | 0 | 77 |
| | No | 51 | 36 | 0 | 87 |
| | Not sure | 32 | 13 | 0 | 46 |
| Total | | 116 | 94 | 0 | 210 |

***Table 3.2(a)*** *Showing cross tabulation of gender and knowledge towards pubs.*

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 13.299[a] | 4 | .010 |
| Likelihood Ratio | 12.973 | 4 | .011 |
| Linear-by-Linear Association | 7.327 | 1 | .007 |
| N of Valid Cases | 210 | | |

***Table 3.2(b)*** *showing the chi-square test of gender and knowledge towards pubs.*

H1: There is a significant relationship between gender of the population and their knowledge about pubs in Kerala.

Chi-Square test compares the means of two non-parametric variables in order to determine whether there is statistical evidence that the associated population means are significantly associated. Male with the mean of 44 has more awareness than female towards pubs in kerala. From table 3.2(b), analysis of data using Chi-Square revealed that gender of the population with the knowledge about pubs in Kerala as $p=0.010$, which is $>0.05$. Hence we reject the hypothesis.

**3.3 Test of difference for Identifying which gender group enjoys night life more.**

This test is conducted to identify which gender group enjoys night life more. This is very significant because pubs are a part of night life and night life includes pubs, bars, nightclubs, parties, live music, concerts, cabarets, theatre, cinemas, and shows. These venues often require a cover charge for admission. Nightlife entertainment is often more adult-oriented than daytime entertainment.

### Group Statistics

|  | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Enjoyment towards Night life. | Female | 117 | 4.13 | 1.013 | .094 |
|  | Male | 93 | 4.20 | 1.038 | .108 |

*Table 3.3(a)* *showing group statistics of enjoyment towards night life on basis of gender*

### Independent Samples Test

|  |  | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
|  |  |  |  |  |  |  |  |  | Lower | Upper |
| How far do you agree with the following statement "I am a person who enjoys night life" | Equal variances assumed | .129 | .720 | -.535 | 208 | .593 | -.076 | .142 | -.357 | .204 |
|  | Equal variances not assumed |  |  | -.533 | 195.285 | .594 | -.076 | .143 | -.357 | .205 |

*Table 3.3(b)* *T-test showing the difference for identifying which gender group enjoys night life more.*

From table 3.3(b) the researcher came to a conclusion that male category prefer more night life than female category. And it shows a standard deviation of female 1.013 and male 1.038.So t-test is not significant.

**3.4 Association between People Age and Time Spend For Drinking In Pubs**

This shows whether there is a relation between people's age and time spending pub for drinking. Binge drinking is most common among younger adults aged 18–34. Binge drinking is more common among men than among women.

| | | Age | | | | Total |
|---|---|---|---|---|---|---|
| | | 20-25 | 25-30 | 30-35 | >35 | |
| Rate your preference of the following places to spend time in drinking [Pubs] | Least preferred | 33 | 1 | 0 | 11 | 45 |
| | Less preferred | 19 | 0 | 1 | 4 | 24 |
| | Neutral | 18 | 0 | 1 | 5 | 24 |
| | Preferred | 45 | 0 | 1 | 3 | 49 |
| | Highly preferred | 53 | 5 | 3 | 7 | 68 |
| Total | | 168 | 6 | 6 | 30 | 210 |

***Table 3.4(a)*** *showing cross tabulation of people's age and time spend in drinking*

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 18.240[a] | 12 | .109 |
| Likelihood Ratio | 20.736 | 12 | .054 |
| Linear-by-Linear Association | 3.231 | 1 | .072 |
| N of Valid Cases | 210 | | |

***Table 3.4(b)*** *showing the Chi-Square test between people's age and time spend for drinking in pubs.*

H1: There is a relationship between people's age and time spend for drinking in pubs.

From table 3.4(b), analysis of data using Chi-Square revealed that there is no relationship between people's age and time spend for drinking in pubs as p=0.109,which is >0.05. Hence we rejected the hypothesis.

## 3.5 Association between Alcohol Consumption and attitude towards a new pub

This shows whether there is a relation between alcohol consumption and attitude towards a new pub. Is people who consume alcohol is ready to accept new pubs in Kerala.

| | | How often do you consume alcohol? | | | | | Total |
|---|---|---|---|---|---|---|---|
| | | Never | Occasionally | Sometimes | Often | Very Often | |
| How often would you go to a pub if one comes into existence? | Never | 28 | 7 | 5 | 1 | 0 | 41 |
| | Rarely | 16 | 17 | 5 | 2 | 0 | 40 |
| | Neutral | 18 | 19 | 11 | 0 | 3 | 51 |
| | Often | 6 | 15 | 13 | 16 | 5 | 55 |
| | Very often | 2 | 6 | 2 | 3 | 10 | 23 |
| Total | | 70 | 64 | 36 | 22 | 18 | 210 |

**Table 3.5(a)** *showing cross tabulation of alcohol consumption and attitude towards pubs.*

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 104.944[a] | 16 | .000 |
| Likelihood Ratio | 97.963 | 16 | .000 |
| Linear-by-Linear Association | 58.579 | 1 | .000 |
| N of Valid Cases | 210 | | |

**Table 3.5(b)** *showing the Chi-Square test between Alcohol Consumption and attitude towards pubs.*

H1: There is a relationship between alcohol consumption and pub existence.

From table 3.5(b), analysis of data using Chi-Square revealed that there is relationship between alcohol consumption and pub existence as p=0.000, which is<0.05. Hence we accept the hypothesis.

### 3.6 Association between Need of a pub and Night Life Enjoyment

This shows whether there is a need for pub and nightlife enjoyment has a relation. This is very significant because pubs are a part of night life and night life includes pubs, bars, nightclubs, parties, live music, concerts, cabarets, theatre, cinemas, and shows. These venues often require a cover charge for admission. Nightlife entertainment is often more adult-oriented than daytime entertainment.

| | | Enjoyment Towards nightlife. | | | | | Total |
|---|---|---|---|---|---|---|---|
| | | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | |
| How much of a need do you think there is for a pub in Kerala? | Not at all needed. | 3 | 5 | 9 | 7 | 7 | 31 |
| | Not much needed. | 1 | 0 | 7 | 9 | 4 | 21 |
| | Neutral | 1 | 1 | 9 | 16 | 11 | 38 |
| | Needed | 0 | 1 | 7 | 12 | 22 | 42 |
| | Very much needed | 1 | 1 | 3 | 14 | 59 | 78 |
| Total | | 6 | 8 | 35 | 58 | 103 | 210 |

*Table 3.6(a) Shows cross tabulation of need of a pub and night life enjoyment.*

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 67.524[a] | 16 | .000 |
| Likelihood Ratio | 65.681 | 16 | .000 |
| Linear-by-Linear Association | 45.731 | 1 | .000 |
| N of Valid Cases | 210 | | |

*Table 3.6(b) showing Chi-Square test between Need of a pub and Night life Enjoyment*

H1: There is relationship between need of a pub and night life enjoyment.

From table3.6 (b), analysis of data using Chi-Square revealed that there is a relationship between need of a pub and night life enjoyment as p=0.000, which is <0.05. Hence we accept the hypothesis.

**3.7 Association between Opening a pub and Pub Existence.**

| | | How would you react to the opening of a pub in Kerala? | | | | | Total |
|---|---|---|---|---|---|---|---|
| | | Least excited | Less excited | Neutral | Excited | Very excited | |
| How often would you go to a pub if one comes into existence? | Never | 21 | 3 | 15 | 1 | 1 | 41 |
| | Rarely | 4 | 3 | 12 | 16 | 5 | 40 |
| | Neutral | 1 | 1 | 15 | 18 | 16 | 51 |
| | Often | 0 | 1 | 0 | 13 | 41 | 55 |
| | Very often | 0 | 0 | 1 | 1 | 21 | 23 |
| Total | | 26 | 8 | 43 | 49 | 84 | 210 |

**Table 3.7(a)** *Shows cross tabulation of opening a pub and pub existence.*

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 165.698[a] | 16 | .000 |
| Likelihood Ratio | 179.075 | 16 | .000 |
| Linear-by-Linear Association | 110.560 | 1 | .000 |
| N of Valid Cases | 210 | | |

**Table 3.7(b)** *showing Chi-Square test between opening a pub and pub existence.*

H1: There is a relationship between opening a pub and pub existence.

From table 3.7(b), analysis of data using Chi-Square revealed that there is a strong relationship between opening a pub and pub existence as p=0.000, which is <0.05. Hence we accept the hypothesis.

**3.8 Percentage Analysis of Preference to Have Drink with Family.**

| Preference | Frequency | Percent |
|---|---|---|
| Least Preferred | 50 | 23.8 |
| Less Preferred | 32 | 15.2 |
| Neutral | 32 | 15.2 |
| Preferred | 47 | 22.4 |
| Highly Preferred | 49 | 23.3 |
| Total | 210 | 100 |

*Table 3.8 (a)* shows the percentage analysis of preference to have drinks with family.
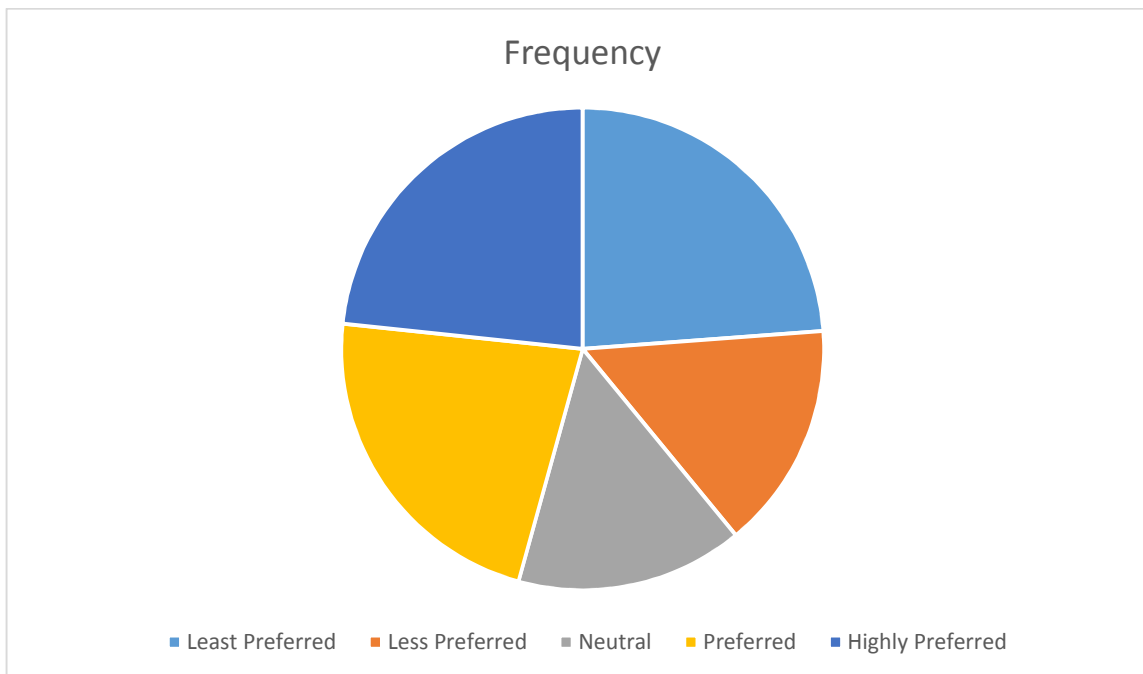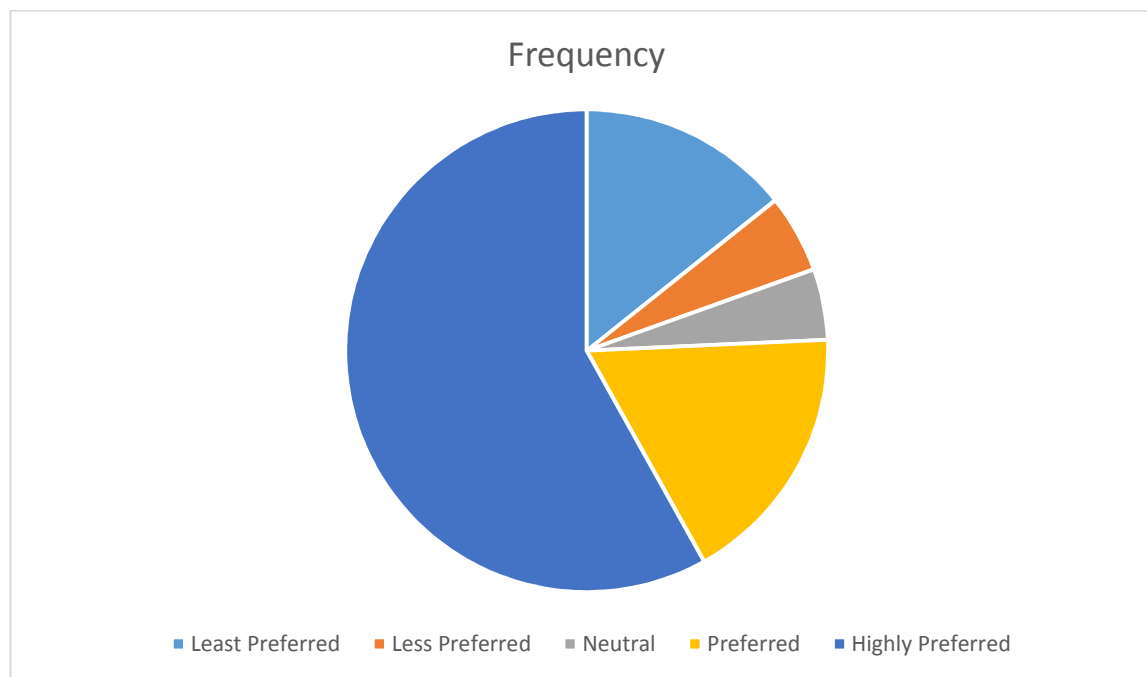


*Figure 3.8* Diagram showing percentage analysis of preference to have drinks with family.

From table3.8 (a), least preferred frequency is 50 and percent analyzed is 23.8%. Less preferred frequency is 32 and the percent analyzed is 15.2%. Neutral responses shows a frequency of 32 and the percent analyzed is 15.2%. Preferred frequency is 47 and percent analyzed is 22.4%.Higly preferred frequency is 49 and the percent analyzed is 23.3%.

**3.9 Percentage Analysis of Preference to Have Drink with Friends**

| Preference | Frequency | Percent |
|---|---|---|
| Least Preferred | 30 | 14.3 |
| Less Preferred | 11 | 5.2 |
| Neutral | 10 | 4.8 |
| Preferred | 37 | 17.6 |
| Highly Preferred | 122 | 58.1 |
| Total | 210 | 100 |

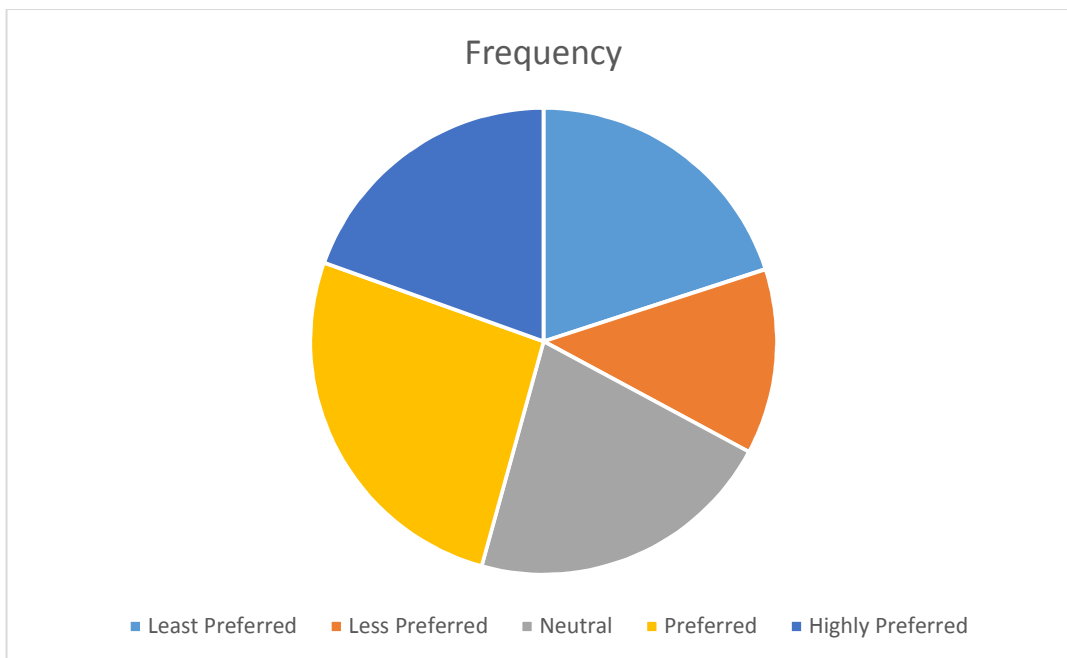***Table 3.9(a)*** *shows the percentage analysis of preference to have drinks with friends.*



***Figure 3.9*** *Diagram showing percentage analysis of preference to have drinks with friends.*

From table3.9 (a), least preferred frequency is 30 and percent analyzed is 14.3%. Less preferred frequency is 11 and the percent analyzed is 5.2%. Neutral responses shows a frequency of 10 and the percent analyzed is 4.8%. Preferred frequency is 37 and percent analyzed is 17.6%.Higly preferred frequency is 122 and the percent analyzed is 58.1%.

**3.10 Percentage Analysis of Preference to Have Drinks with both Family and Friends**

| Preference | Frequency | Percent |
|---|---|---|
| Least Preferred | 42 | 20 |
| Less Preferred | 27 | 12.9 |
| Neutral | 45 | 21.4 |
| Preferred | 55 | 26.2 |
| Highly Preferred | 41 | 19.5 |
| Total | 210 | 100 |

***Table 3.10(a)*** *shows the percentage analysis of preference to have drinks with both family and friends.*



***Figure 3.10*** *Diagram showing percentage analysis of preference to have drinks with both family and friends.*

From table3.10 (a), least preferred frequency is 42 and percent analyzed is 20%. Less preferred frequency is 27 and the percent analyzed is 12.9%. Neutral responses shows a frequency of 55 and the percent analyzed is 21.4%. Preferred frequency is 55 and percent analyzed is 19.5%.Higly preferred frequency is 41 and the percent analyzed is 19.5%.

**3.11 Percentage Analysis of Preference to Have Drinks in Alone**

| Preference | Frequency | Percent |
|---|---|---|
| Least Preferred | 80 | 38.1 |
| Less Preferred | 40 | 19 |
| Neutral | 39 | 18.6 |
| Preferred | 23 | 11 |
| Highly Preferred | 28 | 13.3 |
| Total | 210 | 100 |

*Table 3.11(a)* shows the percentage analysis of preference to have drink in alone
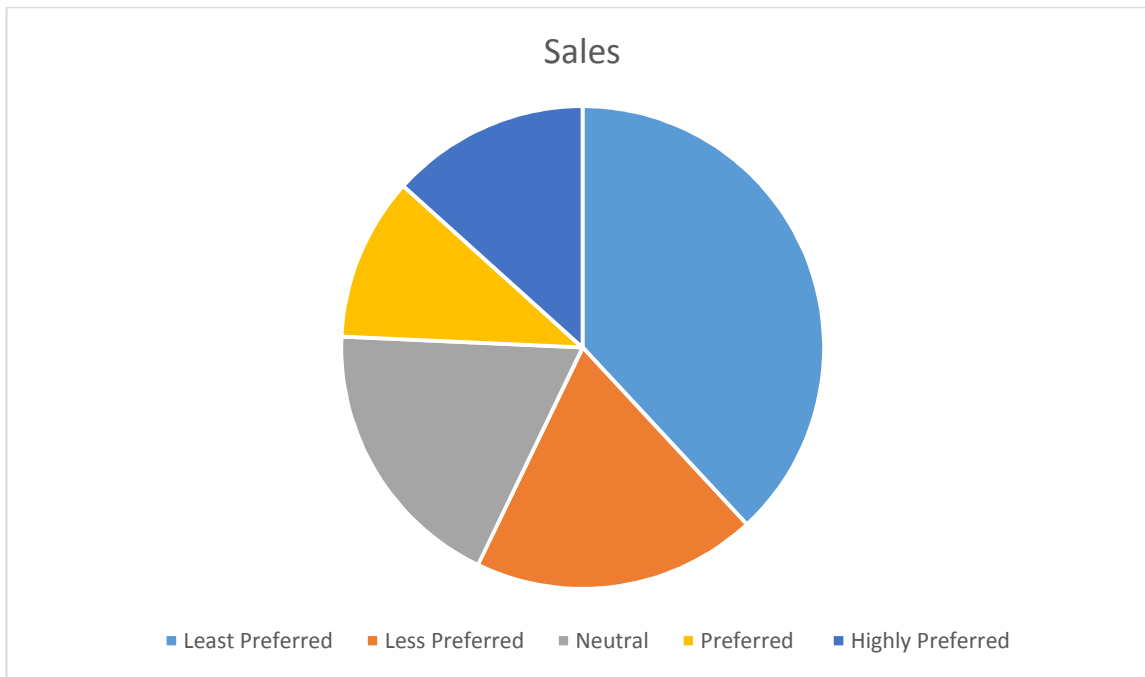
***Figure 3.11*** *Diagram showing percentage analysis of preference to have drink alone*

From table3.11 (a), least preferred frequency is 80 and percent analyzed is 38.1%. Less preferred frequency is 40 and the percent analyzed is 19%. Neutral responses shows a frequency of 39 and the percent analyzed is 18.6%. Preferred frequency is 23 and percent analyzed is 11%.Higly preferred frequency is 428 and the percent analyzed is 13.3%.

# CHAPTER FOUR

# FINDINGS, SUGGESTIONS & CONCLUSION

**4.1 LIST OF FINDINGS**

1. Table 3.1(a) Demographic Details of the Respondent.

2. Table 3.2(b) showing the Chi-Square test for finding the association between the gender of the population taken and their knowledge about pubs in Kerala. It is highly significant.

3. Table 3.3(a) shows group statistics.

4. Table 3.3(b) T-test showing the difference for identifying which gender group enjoys night life more. And findings shows male category enjoys more night life than female category.

5. Table 3.4(b) showing the Chi-Square test for finding the association between people's age and time spend for drinking in pubs. It shows insignificant relation.

6. Table 3.5(b) showing the Chi-Square test for finding the association between alcohol consumption and pub existence. And it shows highly significant result.

7. Table 3.6(b) showing the Chi-Square test for finding the association between need for a pub and night life enjoyment. It shows highly significant result.

8. Table 3.7(b) showing the Chi-Square test for finding the association between opening a pub and pub existence. It shows highly significant result.

9. Table 3.8(a) shows the percentage analysis of preference to have drinks with family. And the findings shows that out of 210 respondents 50 respondents choose least preference to have drinks with family.

10. Table 3.9(a) shows the percentage analysis of preference to have drinks with friends. And the findings shows that out of 210 respondents 37 respondents choose preference to have drinks with friends.

11. Table 3.10(a) shows the percentage analysis of preference to have drinks with both family and friends. And the findings shows that out of 210 respondents both neutral and preferred have 55 respondents.

12. Table 3.11(a) shows the percentage analysis of preference to have drinks alone. And the findings shows that out of 210 respondents 80 respondents choose least preference to have drinks alone.

**4.2 SUGGESTIONS**

1. Since the study results showed positive attitude towards the idea of pubs, Kerala Government should sanction the licensing for starting pubs.

2. The study showed that night life are mostly enjoyed by men, so with the introduction of pubs there can be an opportunity for more Female consumers.

3. From the results, we can understand that majority of the respondents enjoy drinking with their friends. Therefore introduction of pubs can be a profitable business in Kerala.

4. It was clear from the results that age is not a barrier for alcohol consumption and everyone who is legally eligible for drinking can be taken as the market for the pub business people.

5. There should be an improvement in nightlife and it includes parties, live music, concerts, etc. These venues often require a cover charge for admission. Nightlife entertainment is often more adult-oriented than daytime entertainment.

6. Pubs are not only for alcohol consumption it can be a platform for enjoyment for non-alcohol peoples.

7. There can be games and match predictions in pubs which makes even more attraction to people especially people who love sports and games.

8. There is a positive relationship between alcohol consumption and attitude towards opening a new pub.

**8.3 CONCLUSION**

The study was conducted to find the market potential of pubs in Kerala. The Chi- Square and T-test analysis of the data collected showed that there is a positive relationship between peoples drinking behavior and peoples attitude towards pubs in Kerala. From the study it understand that there is no gender difference towards the attitude of pubs. Introduction of pubs can be a profitable business in Kerala as Kerala Government is generating high profits from beverages. Everyone who is legally eligible can be taken as the market. Also gives more importance to night life without any gender difference.

# REFERENCE

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8. The Impact Of Cafe Employee Service And Other Elements On Consumer Behaviour

**ANNEXURE**

1. Name

   _____

2. Gender *

   - ◯ Male
   - ◯ Female
   - ◯ Other

3. Age *

   - ◯ 20-25
   - ◯ 25-30
   - ◯ 30-35
   - ◯ >35

4. Do you reside in Kerala/ do you visit Kerala? *

- ( ) Yes
- ( ) No

5. How often do you consume alcohol? *

- ( ) Very often
- ( ) Often
- ( ) Sometimes
- ( ) Occasionally
- ( ) Never

6. Do you know about any pubs in Kerala? *

- ( ) Yes
- ( ) No
- ( ) Not sure

7  Rate your preference of the following places to spend time in drinking *

| | Highly preferred | Preferred | Neutral | Less preferred | Least preferred |
|---|---|---|---|---|---|
| Home | ◯ | ◯ | ◯ | ◯ | ◯ |
| Bars | ◯ | ◯ | ◯ | ◯ | ◯ |
| Resto bars | ◯ | ◯ | ◯ | ◯ | ◯ |
| Pubs | ◯ | ◯ | ◯ | ◯ | ◯ |
| Other | ◯ | ◯ | ◯ | ◯ | ◯ |

8.  How far do you agree with the following statement "I am a person who enjoys night life' *

◯ Strongly agree

◯ Agree

◯ Neutra

◯ Disagree

◯ Strongly disagree

5. Rate your preference for the following to have drinks with *

| | Highly preferred | Preferred | Neutral | Less preferred | Least preferred |
|---|---|---|---|---|---|
| Family | ◯ | ◯ | ◯ | ◯ | ◯ |
| Friends | ◯ | ◯ | ◯ | ◯ | ◯ |
| Both | ◯ | ◯ | ◯ | ◯ | ◯ |
| Alone | ◯ | ◯ | ◯ | ◯ | ◯ |

10. How would you react to the opening of a pub in Kerala? *

*Mark only one oval.*

◯ Very excited

◯ Excited

◯ Neutral

◯ Less excited

◯ Least excited

11. How much of a need do you think there is for a pub in Kerala? *

Not at all needed
_____

1  ◯

2  ◯

3  ◯

4  ◯

5  ◯

Very much needed
_____

12. How often would you go to a pub if one comes into existence? *

◯ Very often
◯ Often
◯ Neutral
◯ Rarely
◯ Never

13. How likely are you to choose a pub for the following occasion *

| | Highly preferred | Preferred | Neutral | Less preferred | Least preferred |
|---|---|---|---|---|---|
| To drink | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |
| Spend time with friends | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |
| Leisure time | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |
| Special occasions | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |
| Festivals | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |
| Family gatherings | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |
| Other | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ |

*

14. Do you think people in Kerala would have a positive attitude towards the opening of pubs here?

⬭ Yes

⬭ No

⬭ Not sure

⬭ Maybe

⬭ Prefer not to say