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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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TO STUDY THE CUSTOMER PERCEPTION TOWARDS BEER OF MOHAN MEAKINS LTD.

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ABSTRACT

The performance of the Beer Industry for the past few years is outstanding and witnesses a huge revamping exercise, significantly contributed by the growth of the Industry. Rapid urbanization, exposure to large number of foreign brands and changing lifestyle and preferences has contributed to the growth of Industry in India. This study on customer perception on Beer Industry to identify the dimensions in which the customers and also it reveals the dimensional measure and the perception of the customers. Further this study explores the factors that derive the perception of the customers on Beer industry.

KEYWORDS

beer industry, customer perception, Mohan Meakins.

INTRODUCTION

Beer is an alcoholic beverage produce by the fermentation of malted barely. Although the preparation of fermented beverages has been practiced in India since early times, the art of brewing of Europeans. There were 26 beer breweries in across India when the government called the game over in the early 70's by freezing the industries production capacity. Nobody was permitted to either expand existing units or build new ones. In swift reaction, the cash rich Bangalore based u. b group began buying up all the breweries if it possible could bring its tally up to 10. Many of these were small, sick units going cheap. Given government new anti-alcohol pasture. U.B was amongst the few willing act on the future of the beer business. Rather than cost U.B.'s actual consideration was that they were located in the north and east markets it wanted to gain access to (beer being perishable product and transportation being a costly proposition, sales are usually combined to a radius to few hundred KM around the brewery). Although the south and west accounted for an over whelming majority of sale. U.B. was confident other part would grow, some U.B.'s brewing capacity was on par with that of its arch rival, muhanmeakin. The Indian beer market has been growing rapidly over the last 10 years, due to the positive impact of demographic trends and expected changes

PESTLE ANALYSIS OF INDIAN BEER INDUSTRY

PEST analysis from the view point of industry following some preliminary research and discussions with key stakeholders in order to:

- Provide a framework for understanding the macro environment in which the drinks industry operates
- Provide a means of identifying key external trends to feed into decision making
- Identify key areas of relevance to policy making
- Provide a distillation of key themes and considerations

POLITICAL

India is the biggest democracy in the World. The government type is federal republic.

- Concern about binge drinking and anti-social behavior
- Government use increased demand for alcohol as a way of boosting indirect tax revenues.
- No harmonisation across the EU which means cross border shopping is common
- Duty Free trading abolished in the EU in 1999 with little affect on the drinks industry
- International consolidation had led the EU to pay attention to cross-border mergers as they influence domestic markets
- Tight social policies on alcohol consumption

ECONOMIC

The economic factors in India are improving continuously. The GDP (Purchasing Power Parity) is estimated at 2.965 trillion. There is a continuous growth in per capita income; India's per capita income is expected to reach 1000 dollars by the end of 20010-11 This will lead to higher buying power in the Hands of the Indian consumers. Rising consumption has been linked to an increase in the relative affordability of alcohol, and in particular increases in consumer's disposable incomes Price fluctuation can be dictated by global commodity markets which gives multi-nationals an advantage Increasing price differential between on and off trade Asian financial crisis

SOCIO-CULTURAL

There has also been a continuous increase in the consumption of beer in India. With an increase in the purchasing power the Indian consumer which preferred local hard liquor which is far cheaper is now able to get a taste of the relatively expensive beer market. The social trend toward beer consumption is changing and India has seen an increase of 90% beer consumption from the year 2002- 2007. This increase is far greater than the increase in the BRIC nations of Brazil (20 per cent), Russia (50 per cent) and China (almost 60 per cent). Thus this shows a positive trend for beer industries in India.

- Drinking is built into the social fabric
- Recent upsurge in café culture
- Increase in eating out and in holidaying overseas - impact on consumption of wine and bottled water
- Increases in under age drinking
- Health of consumers
- Lifestyle changes: emerging wine culture in key markets
- Growing health conscious: diet/light beers & mixeries
- Trend toward premium & speciality products

TECHNOLOGICAL

The Indian beer Industry is heating up with a lot of foreign players entering the Indian market. The technological knowhow and expertise will also enter the Indian market with an increase in competition. For example, beer brewing technology major Ziemann has entered India and has set up manufacturing plant in India. Ziemann Group, based in Ludwigsburg near Stuttgart in Germany, has founded Ziemann India. It will start production in 2008. This will help bring in technological knowhow and increase the production of beer. SABMiller has just placed an order for the design and construction of two turnkey plants in India to Ziemann. The new plants are planned for Sonapat in Haryana and for another location near Bangalore. Both breweries will have an annual capacity of 1 million hectoliters each in the beginning and might be extended later. Thus with European technology entering the Indian beer market increased production and lowering cost of production could play a major role in the Indian beer market.

- packaging
- bottling
- influence of the Internet and eCommerce
- introduction of global medias

LEGAL

- Licensing Act 2003
- Private Security Industries Act 2003
- Beer Orders and other changes to Competition Law in the 1990s

ENVIRONMENTAL

- Increasingly focus on the sustainability agenda - and corporate social responsibility

LITERATURE REVIEW

Alcohol arguably is both the oldest social beverage and the substance most widely used by human beings. Its power to change behaviors positively and negatively is extraordinary, although both the reasons and effects for drinking vary widely from culture to culture (Pettigrew and Charters, 2006; Measham, 2008; Ormrod, 2009). It is widely accepted that alcohol is used to enhance positive emotions and to cope with negative emotions and that positive impacts are likely to result in positive life experience; while on the other hand, alcohol consumption can also lead to negative impacts, such as immorality and crime (Bellis et al, 2005). Recently, there is also a mixed message of the pros (for example normality and sociability of drinking) and cons (for example health warnings) of alcohol consumption (see Measham, 2006). Nevertheless, a few studies suggest that drinking moderately could promote health and result in low mortality risk (Albala, 2006). Golding et al (1992) argue that there are many reasons for people to drink alcohol, in two main categories: social and individual. Bailly et al (2001) agree by suggesting two main motivations for drinking: positive social motivations (that is, enhance social occasions), and personal psychological motivation (that is, to achieve more favorable self-perception or to cope with personal dissatisfactions). For the former, alcohol is known for its effect in enhancing one's sociability, as consuming alcohol could be a symbol of good fellowship and companionship (Pettigrew et al, 2000). Although excessive alcohol consumption can be harmful and destructive, a normative consumption is often associated with personal enjoyment, which could also facilitate social bonding between people (Szmigin et al, 2008). In fact, refusing to drink could be considered as antisocial, prudish, unkind or impolite (Kirby, 2006). Furthermore, alcohol is often consumed for celebrative purposes. In celebrations, drinking is an important element that symbolizes togetherness (Pettigrew et al, 2000). Other social reasons for drinking include to have fun, conform to peers, increase confidence in a social situation and so on (Institute of Alcohol Studies, 2006).

RESEARCH METHODOLOGY

Marketing Research is a systematic analysis of the marketing problems. Model building and fact finding for the purpose of improved decision making and control in the marketing of goods and services.

Research methodology may be understood as a "Science of studying how research is done scientifically".

Here, we study the various steps that are generally adopted by a researcher in studying his research problems along with the logic them.

To plan a research project, it is necessary to anticipate all the steps, which must be undertaken if the project is to be completed successfully. These steps are referred collectively as "Research Procedure". It consists of a number of inter-related frequency overlapping activities.

SOURCES OF DATA

The task of data collection begins after to research problems has been defined. Normally, the sources of data are classified in to Primary data & Secondary data.

1. PRIMARY DATA

Primary data are collected directly from the field. They are the first hand data.

Since primary data are collected specially for a particular survey. Extra care is taken to collect all the required data with the required degree of accuracy. Primary data are reliable, complete and fresh.

Primary data are costly. Their collection consumer's more time and labor than the collection of secondary data.

TECHNIQUES OF COLLECTING PRIMARY DATA

- a. Direct personal interview.
- b. Indirect personal interview.
- c. Information through correspondence.
- d. Method of questionnaire.
- e. Method of schedule.
- f. Telephone interview method.

2. SECONDARY DATA

Secondary data are the data, which the investigator borrows from others who have collected the data for some other purpose. Since the data is collected for some other purpose, it may not contain all the required information. They are not as dependable as primary data. The collection of secondary data, which consumers less fund, time and labor than the collection of primary data.

SOURCES OF SECONDARY DATA**1. PUBLISHED SOURCES**

- a. Reports and publications of international bodies.
- b. Reports and publications of government departments.
- c. Publication of banks, research institutions, Administrative officers, etc.
- d. Magazines and Newspapers.

2. UNPUBLISHED SOURCES

- a. Records maintained at Government offices and municipal offices.
- b. Records maintained at research institutions and research scholars.

Sampling

Sample size	:	200
Age	:	25-35 years
Sex	:	male
Area	:	Delhi & NCR region

Region : Urban population
 Occupation : White-collar service/professional
 Social class : Middle and upwards
 Family life cycle : Youth

TOOLS FOR DATA COLLECTION

For this project report, Questionnaire method was adapted to analyze the consumer’s preference/ behaviors and personal interview were conducted together information from the consumers/ clients and company organization.

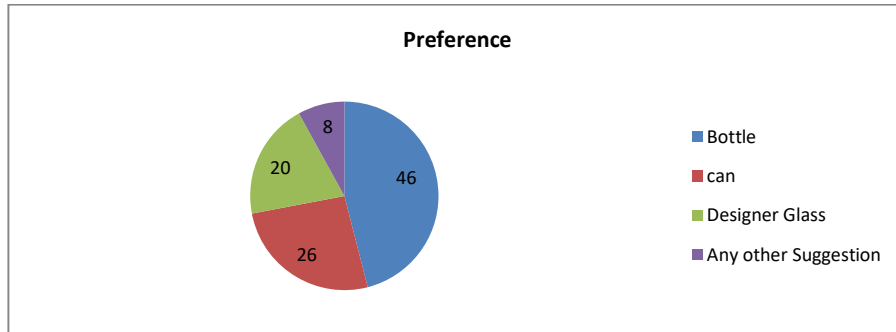
The primary data was collected by questionnaire format method and personal interview method. It helps to display in the form of tables, graphical charts etc. The secondary data were collected from books magazines.

DATA ANALYSIS & FINDINGS

BRAND PREFERENCE

Preference of having a beer in:

FIG. 1

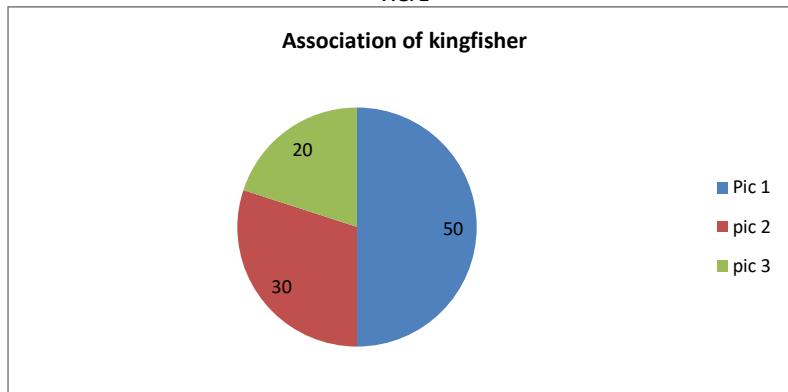


Analysis: The study found that 46 %of respondent have shown interest in consuming beer in bottle while 26% in can, 20% in designer glass.

BRAND RECOGNITION

In some cases brand recognition is defined as aided recall - and as a subset of brand recall. In the case, brand recognition is the extent to which a brand name is recognized when prompted with the actual name.

FIG. 2



Pic 1- kingfisher

Pic 2 –fosters

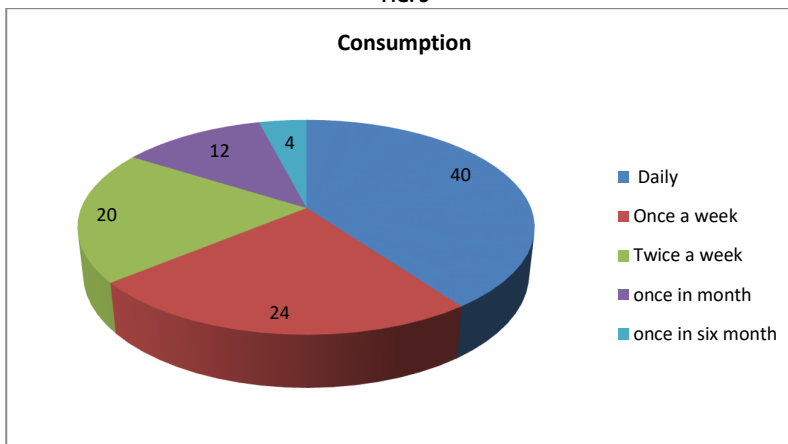
Pic 3-budweiser

Analysis: pic 1 denotes kingfisher as highly recognized brands from other brands

REPORT ANALYSIS

How often do you consume beer?

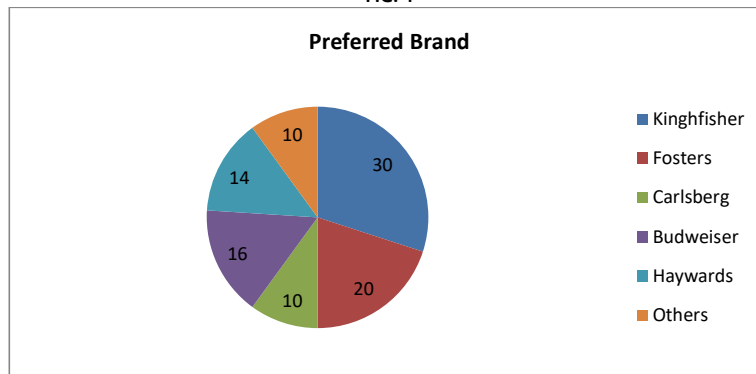
FIG. 3



Analysis: The study found that 40% respondents likes to consume beer everyday 24% once aweek, 20% twice aweek,12% once in month, 4% once in six month,

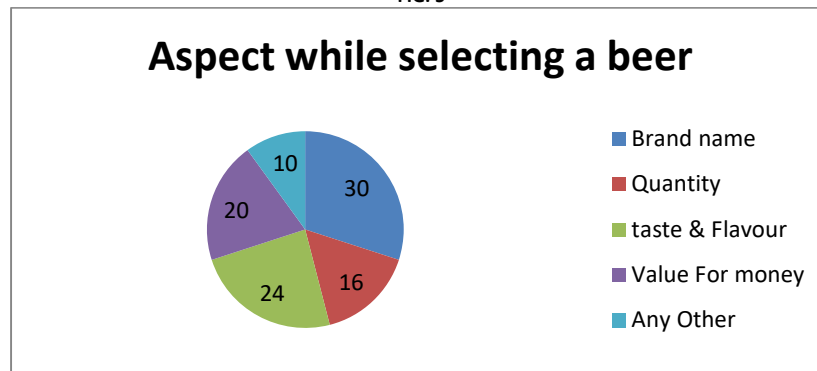
PREFERRED BRAND IN BEER

FIG. 4



Analysis: The study found that 30% respondents prefers Kingfisher Brand, 20% Foster, 6% Budweiser, 14% Haywards, 10% Carlsberg, What aspects do you look at while selecting beer?

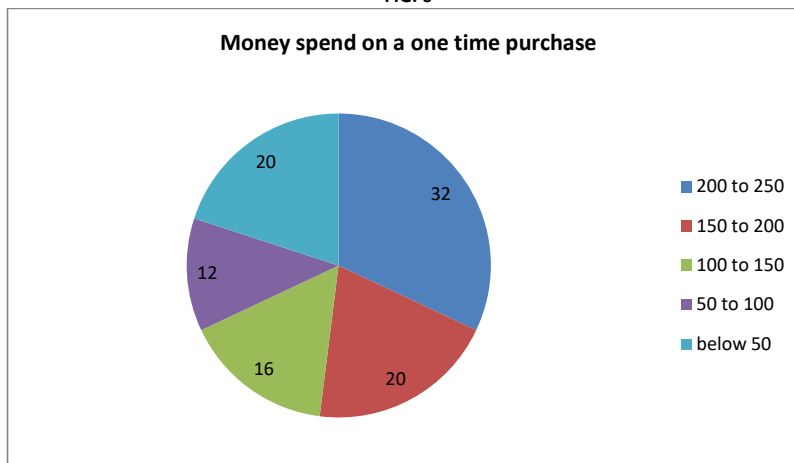
FIG. 5



Analysis: The study found that 30% respondents go by brand name while selecting a beer. 4% respondents go by taste & flavor, 16% by quantity, 20% value for money.

MONEY SPEND ON A ONE TIME PURCHASE

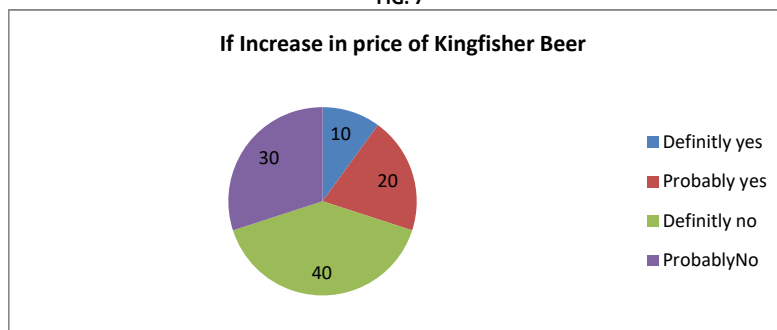
FIG. 6



Analysis: The study found that 32% respondents likes to spend around 200-250 on one time purchase. 20% respondents likes to spend around 100-150

ANOTHER BRAND IF THE PRICE OF MOHAN MEAKIN BEER INCREASES

FIG. 7



Analysis: The study found that 10% respondents will switch to other brand if price of Mohan Meakin increases.

LOCATION OF PURCHASE

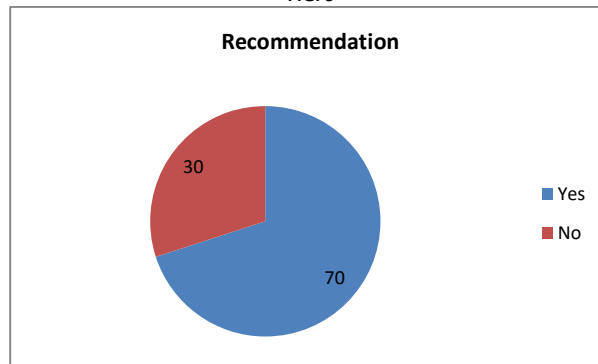
FIG. 8



Analysis: The study found that 50% respondents purchase beer from winestore, 20% from bar, 16% from pub, 14% from club. Would you recommend Mohan Meakin beer for a tea-totler?

- Yes
- No

FIG. 9



Analysis: The study found that 70% respondents will recommend to a tea-totler

CONCLUSIONS

India as a nation is making economic progress. There are lots of people who are indulging in luxurious life, they prefer to buy branded products and do not mind paying a premium for quality. But for the majority price is a constraint, especially for the middle class population. They would only purchase items that they feel is value for money. So if they feel that they don't get enough benefit from the product then they avoid buying it.

As far as buying behavior of people with respect to beer is also the same. The highest selling beer in India is Mohan Meakin strong and premium which is priced at Rs70 for 650ml bottle. The sales of Super Premium beer like kingfisher Ultra is relatively low, which is priced at Rs. 100 for 650 ml bottle. Even though the Super premium beer is of high quality and has been appreciated by the consumer, it has not resulted in as high sales as compared to the premium category beer.

This just shows that it will still take some time for the Indian mindset to change where more number of people will be willing to spend on quality without thinking much about the cost. But we can already see a reasonable change in the consumer mindset, from say 10 years back.

What I feel is that even though price is a barrier at present, but things will get better in the future and super premium beer would take over the market from the current 5% to about 25% in the near future. Even though there is stiff competition from the foreign brands like Carlsberg and tuborg, Budweiser, corona. there would not be any major threat to the Mohan Meakin brand. The brand is still the favorite among the Indian consumer and it will grow from strength to strength.

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