



# REVIEW OF RESEARCH

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## “TO STUDY THE CONSUMPTION OF WHISKY AT PUNE REGION BAR’S”

**Mr. Raghavendra Gade<sup>1</sup>, Mr. Pratik Jawale<sup>2</sup>,  
Mr. Abhay Ramdin<sup>3</sup>, Mr. Hitesh Muzumdar<sup>4</sup>**

<sup>1</sup>Assistant Professor, SIHMCT-LONAVALA.

<sup>2</sup>Assistant Professor, SIHMCT-LONAVALA.

<sup>3</sup>Assistant Professor, SIHMCT-LONAVALA.

<sup>4</sup>Assistant Professor, SIHMCT-LONAVALA.

### ABSTRACT:

Globally whisky is the largest consumed alcoholic beverage. India is known as the world's unequalled consumer of whisky. However very few researches are done on whisky consumptions. Especially concerning the different types of whisky. This study's goal is to recognize the different factors that determine the individual choice of whisky and inspect whether cost notably impacts their selection.

The data for this quantitative research was gathered by a logical and authentic online questionnaire enclosing demographic information and questions about the favorable types of whisky, dispense between whisky consumers in Pune. The discovery revealed that Indian blended Scotch whisky is the most loved and largely consumed type. Between the whisky lover in Pune, besides the outcome shows that taste is the key factor considered by whisky consumers.



**KEY WORDS:** Whisky, Type of Whisky, Preference, factors, Whisky drinkers, Pune, Bars.

### INTRODUCTION

According to the IWSR Drinks Analysis, a London-based research firm, globally, Indians are the ninth biggest consumers of alcohol by volume. India is the second largest consumer of spirits such as whisky, gin, rum, vodka, liqueurs, and tequila. The research aims to understand the factors that influence the specific choice of whisky by consumers. To start, let's understand the basics of whisky. The term "whisky" comes from the Gallic term "Uisge Beatha," which literally means "water of life." Whisky is an alcoholic beverage derived from the distillation of malted and unmalted grains such as barley, rye, wheat, or a grain mix in different proportions, which is then matured in oak casks. There are two different spellings which are commonly used "Whisky" and "Whiskey" where Whisky represents Scotland and Whiskey for Ireland & USA. The primary ingredients used in whisky production are grain (barley, corn, rye, or wheat), water, and yeast. Water is considered the most important ingredient for making good whisky, as it should be clear, clean, and free from impurities. The whisky production process begins with mashing grains in hot water, where the amylase enzyme from barley converts starches into sugars. In the case of Scotch whisky, only malted barley is used, resulting in the creation of "wort." Yeast is then introduced to the wort to initiate fermentation, leading to alcohol production within a few days. Distillation is carried out using traditional pot stills or modern continuous/patent stills. For Tennessee whiskey, the high wine undergoes charcoal filtration. Following this, it is diluted

with water and aged in charred white oak barrels, which contribute to its color and flavor profile. The aging process not only smoothens the spirit but also results in some evaporation, referred to as the "Angel's share."

The whisky blending process is conducted by a master blender, different whiskies are mix together, the age stated on the label actually representing the youngest whisky in the blend. Water is added to the whiskey to adjust the alcohol content of whisky content of whisky should be between 40% to 45% caramel coloring might be added to modify the appearance of whisky.

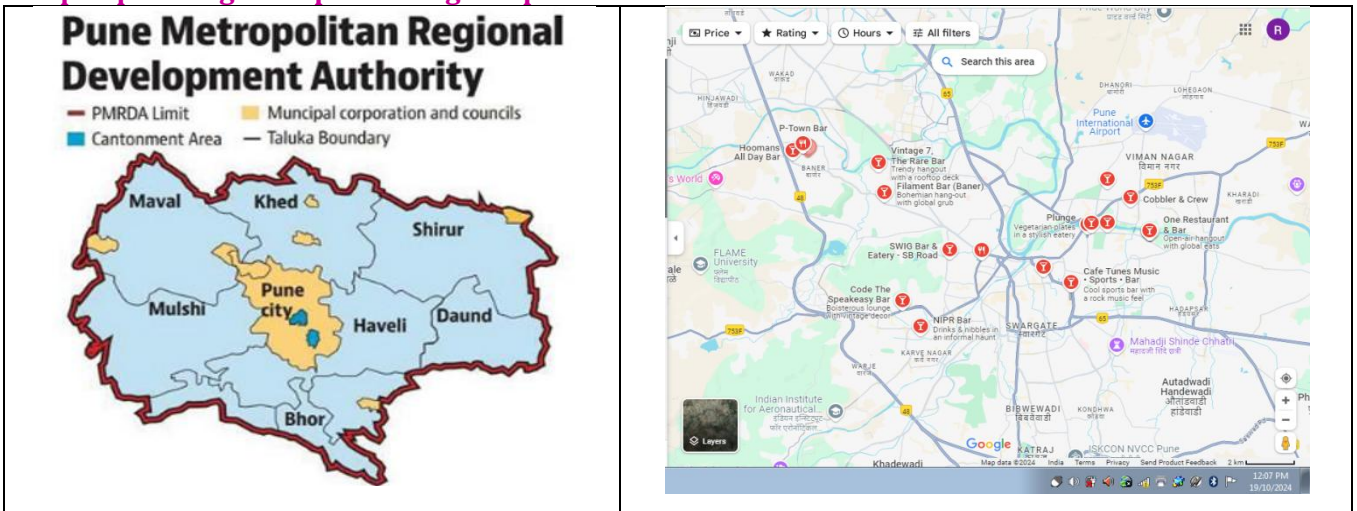
The whisky is then filled into glass bottles by different automated machines which is operates along with conveyor belt. This whole system is responsible for the filling, sealing and labeling of the bottles of whisky, which is then helps to prevent the contamination. Once completed, the Whisky bottles has been packed in to boxes then shipped to spirit stores, bars & restaurants.

There different brands of regional whiskies all over the world, including Scotch, Irish, American (Bourbon & Tennessee), Canadian, Japanese, Indian and many more. These whiskies are further categorized into blended & single malt verities. Scotch whisky produced in Scotland is named as Scotch. All scotch whiskies are made from malted barley; however there are some distilleries who have begun adding wheat and corn into their whisky recipe Scotch whisky is renowned as the finest & premium whisky all over the globe when it is bottled the minimum alcohol content should be 40% ABV. Scotch whisky undergoes maturation process at least for 3 years.

**PUNE REGION:**

Since the British era pune is a Cultural Hub for Maharashtra. Pune is been developing in new platforms also diversely changing itself with respect to the Global platform. Pune is being a Tier 1 city, the Education Capital and IT hub of India; it directly linked to the job opportunities which come along with it. The city represent the new definition the night life and its thrills which intrigues the habitats of the city. Traditionally pune represent culture but now its showcase its diverse nature and modernization in 21<sup>st</sup> century.

**Map of pune region representing sample of bar**



Source: <https://www.pmrda.gov.in/index>

Map of Pune region

According to Excise department Maharashtra Pune is become largest consumption area in the Maharashtra for alcohol in particular Whisky. This data represent the significant amount of increase in whisky sales also it generates the huge amount of tax to the state government. According to the Excise Superintendent of Pune Mr. Santosh Zagde average amount of IMFL sold 2020-21 was 12588617 liters which was increase to the next financial year to 14970326 liters in 2021-22. As compared to the

financial year 2022-23 it is also been increased to significantly up 28% increased. This directly indicates the consumption and popularity of whisky amongst Punker. (Deshpande, 2024)

**Brands:**

**Single Malt Scotch:-** Glen Grant, Isle Jura, Glen Moray, Highland Park, Glen Scotia, Glenfiddich and many more.

**Single Grain Whisky:-**Most in the market the market of single grain whisky's are accumulated by American companies Cameron brig, Girvan and many more

**Blended Scotch:-** Ballantine's, Chivas Regal, Black Dog, Johnnie Walker, Vat 69 and many more.

**Irish Whisky:** - Irish whiskey is made from malted & unmalted barley & very small quantities of other grain. It is triple distilled & as a result it has less cogenent flavoring agent which makes it light & easy on the palate. By law, it must be matured for at least five years in oak casks or charred American barrel which gives it distinctive & smooth finish. Most Irish whiskey is a blend of the pot & patent still product. It is bottled the minimum alcohol content should be 40% ABV.

**Brands:**

**Single malt Irish whisky:-** Bushmills, D.E.W., Powers, Connemara, Teeling and many more.

**The Irishman Single Pot Still Whisky:-** Jameson, Midleton, Powers, Yellow and many more.

**Spot single grain whisky:-** Teeling, Glendalough, Greenore and many more.

**American Whiskey:** - The spelling of the whiskey is commonly adopted in America, contrasting with the "Whisky" which is used elsewhere. American whiskeys are made up off combination of cereal grains. Both the distillation process can be used either Pot Still or Patent/Continuous still. Additionally, these American whiskeys must be bottled at not less than 40% alcohol by volume (ABV). The ageing process takes place in oak barrels, with the length of aging differing according to the brands of whiskey.

**Bourbon Whiskey Brands:-** Kentucky Tavern, Jim Beam, Ezra Brooks, Four Roses, Wild Turkey, Maker's mark and many more.

**Tennessee Whiskey Brand:-** Uncle Nearest, Jack Daniel's, Nelsons and many more.

**Corn Whiskey:** - Georgia Moon, Mellow Corn, Midnight Moon, Old Gristmill and many more.

**Rye Whiskey:** - Wild Turkey, Jim Beam Rye, Sazerac, Hudson Manhattan and many more.

**Canadian Whiskey:-** Known as Rye whiskey, Canadian Whiskey made up of primarily from Corn with other grains, adding up a small percentage of rye to impart a flavor to whiskey. The grain mixture can include grains large quantities, then also product will be classifies as a rye whiskey if rye is present in the product. It must be bottles at a minimum 40% of alcohol by volume (ABV) and aged for less than three years. Generally, Canadian Whiskey is blended type, mainly consisting of corn & rye, with occasional use of wheat or barley. A notable exception is Alberta Premium Whiskey, which is exclusively produced from 100% of rye.

Brands Alberta Premium, Canadian Club, Crown Royal, Forty Creek, Gibson's Finest and many more.

**Japanese Whisky:-** Japanese whisky made up from millet, corn and rice in pot still or continuous still. These whiskies are bottled at minimum of 40% ABV. It is aged for a minimum of three years. Japanese whiskies include single malt whisky, grain whisky, blended malt whisky and blended whisky. Japanese whisky production starts at 1870 in Japan, but commercialization did not start until 1923, when Japan's first distillery, Yamazaki opened. Japanese whisky id made up in the same way as Scotch whisky made.

**Japanese whisky Brands:** - Chichibu, Kirin, Akashi, Shinshu, Nikka, Hibiki and many more.

**Indian Whisky:-** Mostly Indian whisky is made from molasses which is obtain by sugarcane, with a minimum proportion of malted barley. Indian whisky is also as Rum outside of India since it contains molasses because of the tropical climate in India, water contain evaporates faster, resulting in the loss of more angel's share during maturation and increase the alcoholic contain (ABV) of whisky. This is the reason why Indian whisky is not matured for long period like Scotch or Irish whisky.

**Brands:-** After Dark, Blenders Pride, Peter Scot, Antiquity, Signature, Imperial Blue, Royal Stag, 8 PM, Officers Choice, Red Knight, Royal Challenge and many more.

**Single Malt Whisky:-** Amrut, Paul John, Rampur

Global Data,, a consumer research firm, estimated that Indian spirits market was worth Rs 1.84 trillion in 2016. According to IWSR, whisky consumption in India has more than quadrupled, from 80.2 million none liter cases in 2007 to 193.1 million in 2016. During the same ten year period, total whisky consumption climbed from 242.8 million to 399.2 million cases of nine-liter. In 2016, India produced 189.7 million liter cases of whisky, accounting for 98.24 percent of the total amount consumed.

India is largest consumer of whisky. In 2019, India was the world's second largest Scotch whisky market in terms of volume. India consumes over half of the world's whisky. It is also known as the fastest expanding market and the world's largest spirit manufacturer. While the whole alcohol sector has grown in recent decades, whisky has been the flag bearer in India.

The number of medals earned by Indian brands such as Amrut and Paul John demonstrate the exceptional quality of Indian whiskies. Amrut Distillery's Amrut Fusion Single Malt Whisky received the World Whisky of the year Award at the 2019 Bartenders Spirits Awards, and both Paul John and Amrut are mentioned in Jim Murray's whisky Bible. Paul John's Brilliance received top awards at the World Whiskies Awards 2020, along with many other whiskies from its inventory. We may state that Indian whisky is gaining popularity all around the world.

**Service of Whisky:-** Whisky can be served in a variety of ways. Whisky, being a distilled beverage, has high alcohol content and it is said that the taste of whisky is enhanced by the addition of a little water, which is what whisky connoisseurs (experts) do when tasting. Water reduces the potency of the alcohol while also bringing out new flavors in your whisky.

First, whisky can be consumed neat or without water. Neat whisky can hit your palate hard, not if you are used to it, but still because it has high alcohol content. Secondly, you can have your whisky with ice. The Scottish people call their Whisky with ice as "Scotch on the rocks" the ice being referred to as ice stones. This is the traditional and vary famous method of drinking whisky of Scottish people; actually ice chills the drinks & softens the intensity of alcohol and maintain the main flavor and aromas of whisky and makes drink more approachable.

You can also prepare whisky with other mixers, such as cold drinks and air drinks containing soda. People prefer whisky with cold drinks because they do not get much intoxicated due to the attractive taste that decreases by adding cold drinks. People have also begun to prefer a variety of whisky cocktails that have become common in pubs and bars. Whisky is considered one of the most favorite alcoholic beverages, but there are not many research to find out which type of whisky is the most popular.

The search will be useful to identify the factors that influence consumers to choose their preferred type of whisky. I have chosen this topic to get an idea about the preferred type of whisky by people, especially in pune, as it is the educational capital of India. The study aims to investigate the facts and findings regarding the consumption of certain type of whisky. To me, it is important to do this study because not many studies like this have been done so far. Bars and restaurants may not know which type of whisky is most preferred and why people drink it. They need to know the consumers perception of the preferred whisky type. The study conducted on my subject will be useful for the whisky industry as whisky consumption is always on the rise in India and it can be said to be the most consumed alcoholic drink in India. This study is also important for bar owners to know what type of whisky the consumers prefer so they can stock it in their bars and increase the sales of whisky. This research also focuses on demographic factors of whisky consumers. It will also help us to know the brands that are preferred by the whisky consumers.

## OBJECTIVES

- To study the drinker's view towards various types of Whisky.
- To understand the factors impacting the choice of a particular type of Whisky.
- To understand the role of Price when the Consumer selects a particular type of Whisky.

<b>LITRATURE REVIEW</b>	
<b>(Kupc, 2020)</b>	This research “The impact of consumer knowledge on exploratory purchasing behavior: Whiskey consumer perspective” focused on the effect of product knowledge on the experimental procuring behavior of Whisky consumers in Ireland. It found that consumers with developed understanding tend to try new products. There was no noteworthy connection with age or gender, but a link between exploratory purchasing and the regularity of Whisky consumption was witnessed. While the study didn't explore taste, pricing, or aging, it suggested that catering to consumers' knowledge and preferences can inform market segmentation strategies for the Whisky industry.
<b>Marques-Vidal, P., &amp; Dias, C. M. (2005).</b>	We can conclude that this research “Trends and Determinants of Alcohol Consumption in Portugal” targeted the alcohol consuming people in Portugal and it was observed that the patterns of alcohol consumption are changing, particularly among the young generation. The more educated people of both sexes consumed a high amount of alcohol and they preferred drinking more beer, Whisky and port wine. The younger generation is shifting from wine to beer, Whisky and other spirits. The choice of alcoholic beverage is seen to be depending on the educational level, which has proved to be an important factor in making choice. The researcher found the trends and determinants of alcohol consumption, considering various beverages consumed in Portugal.
<b>Nayak P., N., &amp; Prabhu M., N. B. (2013).</b>	This research “A study on alcohol consumption patterns and preference of liquor over wine amongst the youth in Manipal” suggested that the students who are non-wine consumers, their most preferred alcoholic beverage is Whisky followed by beer and rum. They prefer having them because of their liking for their taste. It also states that Whisky is the most preferred alcoholic beverage by the people. The majority of the respondents were aged above 18 and below 25 followed by some of them above 25, target population being the students. The male respondents were comparatively more than the female ones. According to the educational level, majority of the respondents were under-graduates followed by graduate and post-graduates. Most of the students consumed alcohol on special occasions and then there were the ones who drink only on weekends. (Alcohol consumption in India to touch 6.5 billion liters by 2020, 2020) India is witnessing the rise in Alcohol consumption, with Whisky coming out as the dominant spirit. India is ranked as the world's ninth-largest consumer of alcohol by volume, with significant contributions from states like Andhra Pradesh, Tamil Nadu, and Kerala. The market is highly structured and taxed, providing significant revenue for the government. Indian-made Whisky, rather than imported varieties, leads the market. The Indian Whisky market has seen major growth, predominantly in the value segment, and women from higher society are also accepting premium Whiskies.
<b>Saha, P. K. (2017, November 25)</b>	India has materialized as a leading force in the global Whisky market, with the country consuming nearly 50% of the world's Whisky. The Indian Whisky industry has seen incredible growth, with drinking more than two times in the last decade. The majority of Whisky consumed in India is produced locally. The Indian Whisky market is forecasted to be a important driver of global industry growth in the coming years, overtaking Scotch and US Whisky in terms of case.

### III. RESEARCH METHODOLOGY

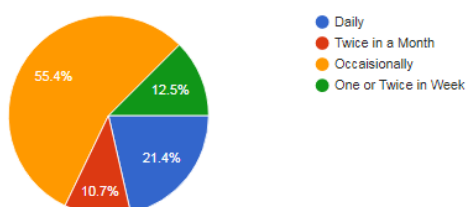
This research aims to explore the preferences of whisky drinkers. Primary data was collected through a questionnaire distributed to patrons at bars in Pune, with a sample size of 56 people. The focus was on guests who preferred whisky at these venues. A snowball sampling method, which is a non-probability sampling approach, was used due to difficulties in accessing bar patrons in Pune. Participants were encouraged to pass the questionnaire to friends who had also visited the bars in the area. Secondary data was gathered from research papers found on various online platforms, all sourced from the Internet. The data analysis was performed using quantitative techniques. The data was analyzed and validated in the form of pie charts, bar graph & tables, bar graph & tables.

### DATA ANALYSIS & INTERCEPTION

Data was collected from the survey which is conducted in Pune region bars. Pune is having lots of bars & restaurants, it was not complicated survey. This survey through Google form which was sent consumers through Email, whatsapp. There were 56 participants who participated in this online survey. Demographic Profile

Profile	Responses
Male	50
Female	06
Business	13
Jobs	18
Students	25
21-30	50
31-45	2
45 and above	4

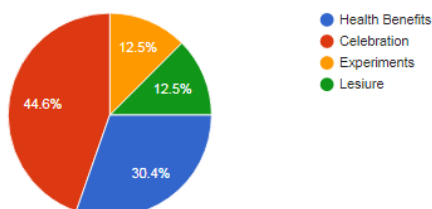
What is the frequency to consume Whisky  
56 responses



#### What is the frequency to consume Whisky?

As per the data collected, it was found that most of the people drink whisky occasionally (55.4%) after that the people who drinks whisky daily (21.4%) then come once or twice in a week that drinks whisky (12.5%) very less people drinks whisky twice in a month (10.7%).

Why you prefer Whisky  
56 responses

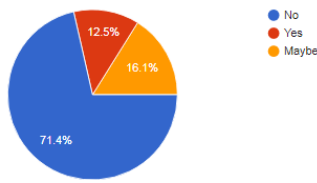


#### Why you prefer whisky?

Majority people drinks whisky for celebration (44.6%) & for health benefits (30.4%) of people drink whisky. Some people drinks whisky for experiments (12.5%) & other people drinks whisky for Lesiure (12.5%). Whisky is consumed for multiple reasons but the main reason is celebration.

Are you a excessive drinker

56 responses

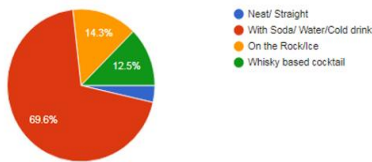


**Are you a excessive drinker?**

As per the data which is collected most of the drinkers were not a excessive drinkers (71.4%) these people knows their potential to drink whisky. There are people who may be involved in excessive drinking (16.1%). There are people who are very sure that they are excessive drinking habit the percentage is low (12.5%).

How do you prefer to drink whisky

56 responses

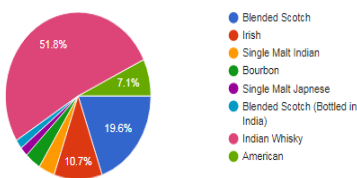


**How do you prefer to drink whisky?**

It was found that the most of the people consume whisky with soda/water or cold drink (69.6%) followed by the people who drinks whisky on the rock or with ice (14.3%). After this the people who prefer whisky on the rock or with ice (12.5%) lastly very few people prefers whisky based cocktails (3.6%).

What is your prefer brand of whisky

56 responses

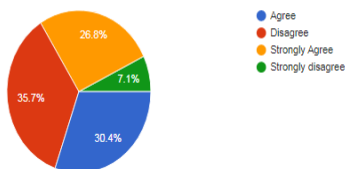


**What is your prefer brand of whisky**

Most of the participants preferred Indian whisky (51.8%) after this blended scotch preferred by participants (19.6%). Irish whisky is preferred by (10.7%) participants. American whisky is preferred by (7.1%) participants. Bourbon whisky is preferred by (3.6%) participants. Single malt Indian whisky is preferred by (3.6%) participants. Blended scotch bottled in India is preferred by (3.6%) participants. Single malt Japanese whisky is preferred by (3.6%) participants.

Does price play an important role while deciding your new brand

56 responses

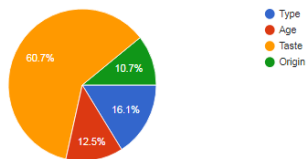


**Dose price play an important role while deciding your new brand**

It was a mix feedback but maximum people disagree (35.7) but there number of people agree (30.4%) that price play important role. Strongly agree people % is (26.8%) & very few people strongly disagree with price consideration (7.1%)

How do you choose your brand of whisky

56 responses



**How do you choose your brand of Whisky?**

60.7% of people select the brand because of taste. 16.1% of people choose whisky as per brand. 12.5 people choose their whisky as per their age & 10.7% of people choose whisky by their origin.

**CONCLUSION:**

This study focused on whisky consumption, and the results were intriguing, particularly when analyzed through a questionnaire that examined various demographic, psychological, and economic factors. Many whisky consumers are drawn to their choice of whisky for specific reasons. A key finding of the study is that whisky often becomes an integral part of their lives, making it inseparable from their daily routines. Additionally, the study indicates that consumers’ mindsets are influenced by their social status, which directly reflects their whisky consumption patterns. Furthermore, there appears to be a psychological taboo influencing consumers’ perceptions of whisky standards. Understanding this mindset is crucial for investigating whisky consumption trends among different consumers.

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