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CONSUMERS LIQUOR HABITS IN A POST MATURE MARKET: THE USA VS CONSUMERS LIQUOR HABITS IN A GROWING MARKET: LEBANON

A RESEARCH TOPIC
PRESENTED TO THE BUSINESS SCHOOL OF
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THE REQUIREMENTS FOR THE DEGREE
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ABSTRACT

A huge variety of drinks exist in the beverage market. Every consumer has a different and specific taste and choice. One might prefer non alcoholic drinks to alcoholic ones, fizzy to plain, sweet to bitter, fun drinks to food drinks, natural to artificial ... etc. However, the main focus of this research project is on alcoholic drinks. In the liquor sector, the life cycle of each market starts from a seed stage, to later pass on to a growing stage, to then start the mature stage and finally end up in the post mature stage.

There is practically no information on liquor psychographics (consumer liquor habits) available in Lebanon, and no previous studies have been made in order to show which are the products that are growing, stable or declining. Therefore, the main purpose of this study is to evaluate and compare consumer liquor habits in a post mature market, the USA, to a growing market, Lebanon, so one may examine and speculate on the actual stage that Lebanon has reached.

A research study done by Heublein Inc. in the USA proves that due to its post mature stage, the USA drinks' industry has faced a very strong need of innovation, and has started producing new products called alcopops (drinks with new and colorful packaging and low alcohol content) in order to attract new consumers. Such products are indeed attracting new consumers, mainly teenagers of 15 years old, which is increasing the under age drinkers and the alcoholism rate in the USA.

This research project is based on several interviews made in Lebanon with both marketing executives in the liquor sector and research companies, and on questionnaires made to youngsters (university students) and qualified bartenders. The information arising from all the mentioned sources helps in accurately measuring the actual situation of the liquor market, and in describing the future situation of the Lebanese market. Taking into consideration the problems arising in post mature markets like the USA, and speculating on the actual situation of the liquor situation in Lebanon through this study, one may come up with valuable recommendations to both the distillers and to the government in order to avoid eventual problems, similar to those arising in other markets.

ACKNOWLEDGEMENTS

I wish to thank my advisors and professors, Dr. Lewis Presner and Dr. Hussin Hejase for their great help, guidance, and support.

Thanks are also to Heublein Inc. who have provided me with their marketing research report on the new drinks monitor wave. This research served as a starting point to my research topic.

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CONTENTS

CHAPTER ONE
INTRODUCTION

1.1 Liquor consumption overview

The beverage market is very complex in all countries. There are different kinds of beverages in existence, and there are many kinds of alcoholic drinks, but also a full array of non-alcoholic drinks. Non alcoholic drinks can be classified according to many vantage points: hot or cold, sweet and salty, fizzy and plain, fun drinks and food drinks, natural and artificial, ... etc.[1] However, the main concern and focus of this research project are alcoholic drinks.

In each of the beverage sub-markets there is a small number of strongly entrenched leading brands. For the leaders to protect their brands in the face of increasing competition, many feel the need to grow the market rather than fight a brand share war. Lesser brands need to refine their positioning, or to aggressively segment the market of the leaders. Segmentation (both aggressive and defensive) is a game that many can play.

[1] Reach and Victor Khoury, Beverage Consumption in Lebanon, 1996. Beirut, Lebanon: Mass Institute), p.2

Liquor consumption might vary from one country to another, according to the culture, the trend or even the weather situation. Consumers in the USA and Europe for example tend more to consume beer , whereas in Lebanon people would rather consume whiskey or vodka. The weather situation in each different country also encourages the consumption of different amounts of liquids, and different sorts of liquor[2] .

Shooters[a] like ***Jose Cuervo*** tequila, ***Sambuca Romana*** and ***Goldschlager*** cinnamon schnapps are very much requested in the USA rather than whiskey, whereas in Lebanon , shooters do not have the same demand. Lebanon is more a whiskey market (more precisely a scotch whisky market) and a vodka market[3] .

The difference in liquor habits is simply because the culture and the food is different and the night life of every country is different. In the US for example, bars and pubs are much more common than night clubs. People go out rather early and go back home by midnight. Therefore, the consumption of shooters is much more than the consumption of scotch, simply because they find shooters more fun than a scotch on the rocks.

[2] Reach and Victor Khoury, Beverage Consumption in Lebanon, 1996. Beirut, Lebanon: Mass Institute), p.2

[a] Spirits that are usually consumed as shots

[3] Liquor industry executives' interview, May 1996. Beirut, Lebanon

Whereas in Lebanon night clubs are much more important than pubs and bars, and people tend to go out late at night and come back in the early morning. As a result of a long night, the consumers find it more economical to buy liquor by the bottle instead of buying several drinks. It is therefore, either a bottle of whiskey or a bottle of vodka that the consumers would be consuming in a country like Lebanon.

Alcopops[b], Ciders and colas with an alcohol content of about 5 per cent have become the hottest new sector of the USA drinks market for example, and are a big hit with young consumers. Wine coolers[c] (low alcohol refreshers) are as well very popular in the USA , whereas in Lebanon, such drinks do not exist yet.

The main focus of this research project will be on beers and distilled spirits. Beer is segmented into 3 categories: non-alcoholic, imported and local. On the other hand, distilled spirits is a much broader category and includes: whiskey (deluxe, premium and secondary), vodka, gin, tequila, rum, liqueurs, brandy, cognac and specialties.

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[b] Fashionable new drinks with low alcohol content and colorful packaging

[c] Sweet and fizzy wine with low alcohol content

What this project will actually show us, is whether the consumption of each of the above mentioned spirits category indeed varies from one market to another; whether the same product could be declining in some markets and growing in others, whether the trend actually differs from one market to another, and finally whether the liquor category that is in the consumer's top of mind is the same in all markets, which is in our case some leading edge markets[d] in the US and the Lebanese market.

1.2 Need of the study

What is interesting about this study is that despite all statistics and researches, there is practically no information on the Lebanese market concerning consumers' liquor habits, known as psychographics. Most of the questionnaires or researches done are usually focused on one specific product and on a specific advertising campaign in order to measure ad trac recall and retail audit. So far, questionnaires on consumers' liquor habits have not been executed, and therefore, it was quite difficult to know what was the liquor trend's direction on the Lebanese market.

[d] Markets that are quite representative and trendy concerning liquor consumption

It is very important to establish a pool of knowledge about this topic, which will eventually end up being a starting point for various further inquiries concerning liquor habits.

knowing the trend of the market facilitates the task. One could know what kind of product categories are growing, stable or declining. One could as well decide on which product categories to invest and therefore gain profit, or alleviate the focus on other product categories that are actually not trendy, and therefore not building any volume on the market place.

1.3 Purpose of the study

It is the aim of this research project to evaluate and compare the trend of liquor habits between a post mature liquor market (the USA) and a growing liquor market (Lebanon), to see if liquor habits in our country are similar to habits in other markets, to find out what are the factors influencing these habits, and finally to be able to implement both studies with expectations.

Therefore, the main objective is to examine the concurrent consumption of different types of alcoholic brands from a consumer oriented point of view. It makes it then possible to answer questions on the product itself: Who are the consumers? What is their consumption intensity (heavy, medium or light)? Who are the non consumers? What are the products that are competing with each other on the same table? Where and with what frequency?

Finally, and which is the most interesting, one could know:

- what liquor brands have been most consumed lately
- what are the competing brands in every category
- where are the strategic opportunities for expansion of the liquor market
- whether expansion is being established through an already existing category or through new product development
- whether expanding the liquor market will actually increase the per capita consumption of alcoholic beverages

1.4 Organization of the paper

The organization of the remaining chapters is as follows:

Chapter two covers a literature review of the liquor market in the USA based on a semi - annual tracking study done by Heublein, Inc. in the United States (first wave in June, second wave in December, from 1992 to

1994) in leading - edge markets. This chapter includes detailed findings and charts on very specific points relating consumers to spirits.

Chapter three describes and justifies the methodology used for this research, including research design, data collection method, sampling and data analysis.

Chapter four presents the findings of the research in detail, and is divided into 4 main sections: Information from research companies and marketing executives on the spirits situation in Lebanon, the consumers' attitude and habits towards liquor from a consumer point of view, the consumers' attitude and habits towards liquor from bartenders' point of view, and a comparison between a post mature market (USA) and a growing market (Lebanon).

In chapter five, conclusions are drawn in the form of a summary of the whole research paper, recommendations are given to both distillers and the government, and finally the limitation of the study is outlined in order to suggest the direction that future researches might follow.

CHAPTER TWO
LITERATURE REVIEW

Telephone interviews were conducted with 175 bartenders with one or more years of consecutive experience who work at "high traffic" times in trendy bars in leading-edge markets. The reason these bars are trendy is because the clientele are young people, who go out and who like the night life. Moreover, one can be sure that trendy bars are the only places from which one could get information about the liquor trend of the market[4].

The interviews were distributed across seven state groupings: Massachusetts and Connecticut; Texas; Illinois; Georgia; Florida; California; and Washington and Colorado. The clientele of the bars represented in the sample is generally less than 45 years of age.

Each qualified bartender, who at least had one year of experience, and who could therefore tell what is the tendency of the liquor market, was asked to give the names and recipes of new, popular drinks. Bartenders also were asked for information about frequently ordered on-premise[e] drinks; about spirits, wines and beer brands receiving increasing call; and

[4] New Drinks Monitor Wave XIX. December 1994 (Heublein Inc.) p.1

[e] Restaurants, night clubs, pubs, bars, hotels, beach resorts, sky resorts ... etc.

about changes in the drinking habits noted in their establishments. So this chapter will include six parts giving us information on very detailed and precise consumer liquor habits in leading edge markets in order to later be able to compare it with consumer liquor habits in Lebanon.

2.1 Demographics

- Population year 1990: 251,398,000
- Population year 2000 (projected): 268,266,000
- Population year 2020 (projected): 294,364,000
- Total urban population: 73.7%
- Total population growth: 1,885,485
- Population growth: 8%
- Population doubling time: 92.4 years
- Total births: 4,072,648
- Birth rate: 16.2 births per 1,000 persons
- Total deaths: 2,187,163
- Death rate: 8.7 deaths per 1,000 persons
- Fertility rate: 2 children born per woman
- Population under age 15: 54,302,000
- Percent under age 15: 21.6%

- Population over age 65: 30,922,000
- Percent over age 65: 12.3%
- Net immigration rate: 2 migrants per 1,000 population
- Life expectancy: female 80, male 73
- Marriages: 2,412,600
- Marriage rate: 10.1 per 1,000 persons
- Divorces: 1,190,000
- Divorce rate: 10.1 per 1,000 persons
- Divorces: 1,190,000
- Divorce rate: 5 per 1,000 persons
- Population density: 70 persons per sq mi
- Nationality: noun - American(s); adjective - American
- Ethnic divisions: 85% white, 12% black, 3% other (1985)
- Religion: Protestant 61% (Baptist 21%, Methodist 12%, Lutheran 8%, Presbyterian 4%, Episcopalian 3%, other Protestant 13%), Roman Catholic 25%, Jewish 2%, other 5%, none 7%

Language: predominantly English, sizable Spanish - speaking minority

2.2 US adult per capita consumption of alcoholic beverages by category

Before stating the detailed findings of Heublein Inc. survey on the US liquor consumer habits, it would be quite interesting to see how the per capita consumption of different categories of alcoholic beverages has been evolving since 1960 until now, and how the USA has become a post mature market.

Table 2.1. The per capita consumption of different categories of alcoholic beverages

(Liters per person - 21 and over)

Category	1960	1970	1980	1985	1990	1991	1992	1995
Beer	95.8	117.4	139.5	130.6	131.1	126.2	124.1	123.0
Distilled Spirits	8.3	12.0	11.4	9.8	8.3	7.5	7.5	7.0
Low-Alcohol Refreshers	-	-	-	2.3	2.3	2.0	2.0	2.5
Total Alcoholic Beverages	104.1	129.4	150.9	142.7	141.7	135.7	133.6	132.5

Source: Impact International, vol 10, nos 15-16. August 1-15, 1995

2.3 Detailed findings Of Heublein Inc. survey

2.3.1 The most popular new drinks

Cinnamon schnapps regained the top position in the US as the most popular new drink after a decline in the June 1994 wave. This increase is due exclusively to the growing popularity of ***Goldschlager*** (cinnamon schnapps served almost exclusively as shots), indicating a lack of success from competitive imitators. In addition, it also appears that some of ***Goldschlager***'s increasing popularity may have been at the expense of ***Chambord***, which declined to its lowest level[5] .

The next most popular drink in the US after ***Goldschlager*** cinnamon schnapps is ***Baileys*** Irish Cream, which experienced a resurgence in popularity following a downward trend since June 1992. This increase in popularity may be due in part to new-found popularity of the Oatmeal Cookie drink[f], of which ***Baileys*** Irish Cream is one of the primary ingredients. ***Kahlua***, a coffee liqueur, continues its downward trend. Peach schnapps also appears to be declining. ***Butterscotch*** schnapps experienced a modest increase in usage compared to the June 1994 wave.

[5] New Drinks Monitor Wave XIX. December 1994 (Heublein Inc.) p.17

[f] Drink made out of several ingredients, primarily Baileys Irish Cream

Table 2.2. Ranks for the most popular drinks in the USA

Drinks	Category
1. Goldschlager	Cinnamon schnapps
2. Baileys	Irish cream liqueur
3. Butterscotch	Schnapps
4. Chambord	Raspberry schnapps
5. Kahlua	Coffee liqueur

2.3.2 Juices/mixers/other ingredients used most frequently

In general, juices, mixers, and other non-alcohol ingredients appear to be declining in popularity in the US , possibly due to the increasing popularity of shooters and other all-alcohol drinks. Sweet-and-sour mix, which had been the leading non-alcoholic mixer is now behind cranberry juice, orange juice, and pineapple juice in popularity. Cranberry juice has also declined by almost 24%, as has pineapple juice. 7-Up/Sprite, grenadine, and lemon juice experienced modest declines.

The most frequently ordered drinks on-premise by consumers are rum and Coke and vodka and tonic, followed by gin and tonic, Margaritas, and vodka and cranberry. Scotch and water, whiskey and cola, scotch and club soda, and whiskey and 7-up each experienced increases since the June 1994 wave. Both domestic and imported beer in the US declined versus six months ago, as did Canadian whiskey (known as rye whiskey or simply rye), and vodka and soda[6].

2.3.3 Percentage of spirits drinks that are brand call[g]

In the US, bartenders were asked what percent of their spirit drinks were specific brand requests. In other words, what is the percentage of people who tend to specify the brand's name. On average, about half of the drinks ordered at these trendier bars were specific in regard to the brands. It is worth noting that this percentage represents leading-edge establishments[h], the percentage among all accounts nationally may be somehow lower.

Nearly two thirds of bartenders felt brand call had been fairly steady over the preceding three months, with one-third noting an increase in the amount of brand call[7].

Absolut (vodka) maintained its lead among brands having "increased call". ***Stolichnaya*** (vodka), ***Jack Daniels*** (Kentucky bourbon) and ***Jose***

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[6] New Drinks Monitor Wave XIX. December 1994 (Heublein Inc.) p.21

[g] Spirits that are ordered by the brand's name/when the consumer specifies the brand (J&B whisky, Smirnoff Vodka, Jose Cuervo tequila, Corona beer ...)

[h] Very selective and fashionable establishments

[7] New Drinks Monitor Wave XIX. December 1994 (Heublein Inc.) p.23

Cuervo (tequila) comprise the second tier of "brand call", followed by ***Tanqueray*** (gin) and ***Bacardi*** (rum). Niche vodka, ***Skyy***, has experienced increasing brand call, ***Smirnoff*** (vodka) and ***Crown Royal*** (Canadian rye whiskey) exhibited increasing trends in brand call. ***Bombay Sapphire*** (gin) experienced a modest decline since June 1994, while ***Dewar's White Label*** (whisky) increased slightly during the same period. Brand call for ***Grand Marnier*** (liqueur) also appears to be trending down .

Table 2.3. Categories of different products

Drink	Category
Absolut	Vodka
Stolichnaya	Vodka
Jack Daniels	Kentucky bourbon
Jose Cuervo	Tequila
Tanqueray	Gin
Bacardi	Rum
Skyy	Vodka
Crown Royal	Canadian rye whisky
Bombay Sapphire	Gin
Dewars White Label	Scotch whisky
Grand Marnier	Liqueur

2.3.4 Drinks loosing popularity

Whiskey drinks in general, i.e. not Scotch whiskies or the deluxe whisky category, continue to be mentioned most often as losing popularity, followed by vodka drinks. Gin drinks in general show signs of losing popularity. Rum drinks are next most frequently mentioned for losing popularity.

2.3.5 Frozen drinks (margaritas) and shot consumption drinks

Although they remain the most popular frozen drink type, Margaritas declined somewhat in popularity (attributable to both the strawberry and lime flavors, which have declined steadily since June 1993). Both Daiquiri and Coladas (e.g. ***Pina Colada***) are exhibiting long term declines in popularity. About 59% of trendy bars serve both frozen and on the rocks Margaritas, although this proportion is lower that the June 1994 wave[8]. Trendy bars tend more to exclusively serve Margaritas on the rocks, which continue to generate higher volume than frozen. Regular flavor, consistently the most popular flavor, further increased its popularity. On average, 37% of margaritas ordered in trendy bars[i] are called for by brand name.

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[8] New Drinks Monitor Wave XIX. December 1994 (Heublein Inc.) p.36

[i] Very popular and fashionable establishments

Most of the bartenders in the US surveyed during the semi-annual tracking study from 1992 to 1994 indicated that the consumption of straight shots[j] has stayed about the same, although bartenders were more likely to say consumption of straight shots was increasing rather than decreasing. Results for the consumption of mixed shots[k] followed a similar pattern[9].

2.3.6 Brands of flavored vodka carry, in particular citrus flavor

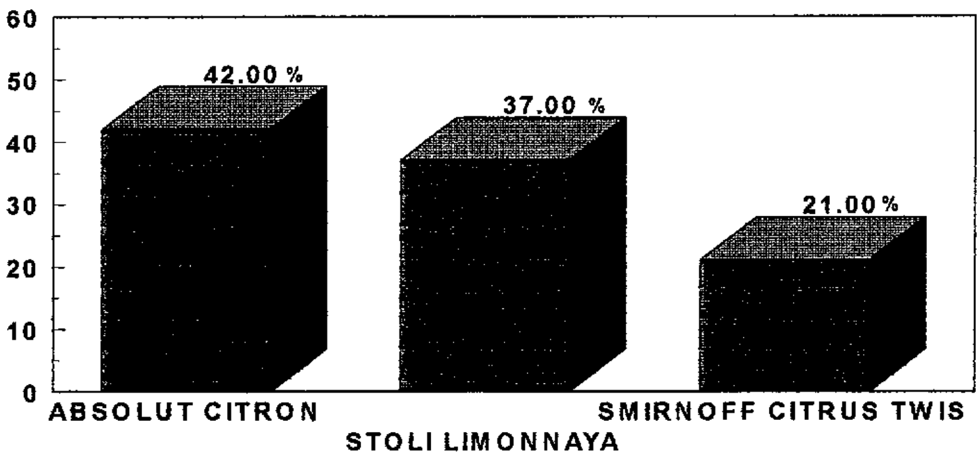
The majority of trendy bars in the US carry at least one brand of flavored vodka, with ***Absolut Citron*** having the highest penetration, followed by ***Absolut Kurant***. ***Absolut Peppar***, ***Smirnoff Citrus Twist***, and ***Stolishnaya Ohranj*** form a third group of flavored brands on hand.

The proportion of trendy bars carrying multiple brands of citrus vodka has declined significantly since June 1994 according to the semi-annual tracking study of Heublein, Inc. However, ***Absolut Citron*** continues to receive the greatest proportion of citrus pour[l]. ***Stolichnaya Limonnaya*** (37% of citrus pour) has also exhibited an upward trend since December

[j] Shots made out of one single kind of spirit (straight tequila or straight vodka)
[k] Shots made out of more than one kind of spirit (e.g. B54: Baileys, Sambuca and kahlua)
[9] New Drinks Monitor Wave XIX. December 1994 (Heublein Inc.) p.39
[l] Pouring of vodkas that have a citron flavor

1993. ***Smirnoff Citrus Twist*** appears to be declining as a percentage of citrus pour (currently 21%).

Figure 2.1. Bar chart showing the trend of citrus flavored vodka



2.4 Charts and tables reflecting the trend of the US drinks market

It would even be more interesting to speculate on the following charts and tables in order to clearly see what is the trend of the US market. The following information shows what brands are growing, where do the biggest volumes come from and what are the brands that will be successful in the future.

Figure 2.2. US share of the beer market - 1995

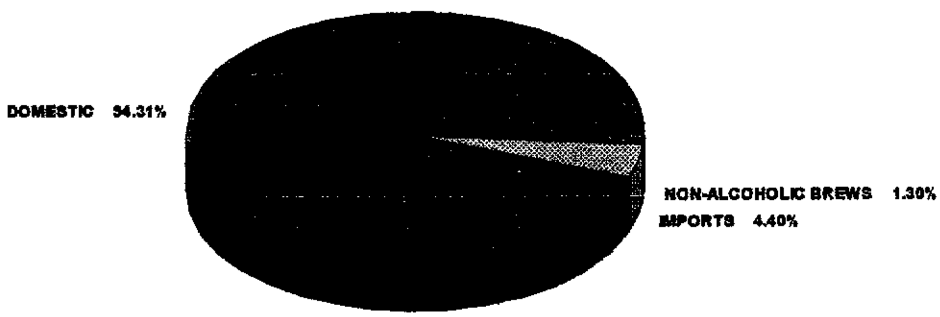


Figure 2.3. US share of the distilled spirits market - 1995

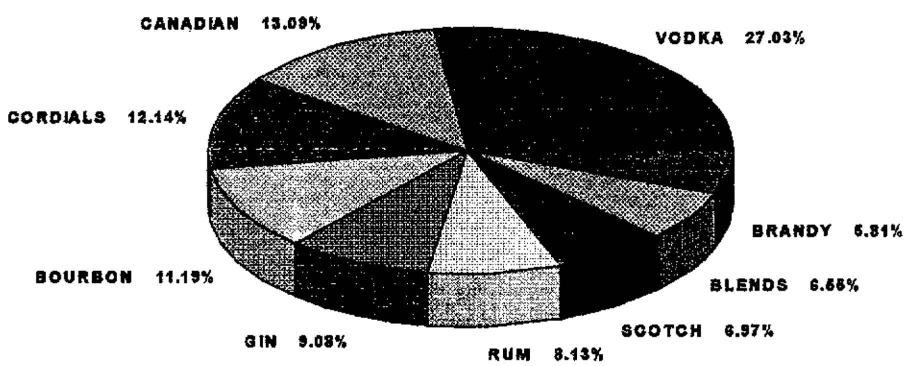


Table 2.4. US adult per capita consumption of alcoholic beverages by category

(Liters per person - 21 and over)

Category	**1960**	**1970**	**1980**	**1990**	**1991**	**1992**	**1993**	**1994**
Beer	95.8	117.4	139.5	131.0	126.0	123.9	122.5	120.6
Distilled Spirits	8.3	12.0	11.4	8.2	7.5	7.4	7.1	6.9
Low-Alcohol Refreshers	-	-	-	2.3	2.0	1.9	2.1	2.6
Total Alcoholic Beverages	104.1	129.4	150.9	141.5	277	133.2	131.7	130.1

Source: Impact International, vol 10, nos 15-16. August 1-15, 1995

Table 2.5. US top 10 distilled spirit brands

(Thousands of 9L case depletions)

Rank Brand	**Category**	**1993**	**1994**	**Percent Change**
1 Bacardi	Rum	6,250	6,250	-
2 Smirnoff	Vodka	5,785	5,700	-1.5%
3 Seagram's Gin	Gin	3,735	3,900	4.4
4 Popov	Vodka	3,540	3,365	- 4.9
5 Jim Beam	Bourbon	3,340	3,275	-1.9
Total top 5		22,650	22,490	- 0.7
6 Seagram's 7 Crown	Blended Whiskey	3,340	3,195	- 4.3
7 Jack Daniel's Black	Tennessee Whiskey	3,000	3,020	0.7
8 Canadian Mist	Canadian Whisky	3,060	3,000	- 2.0
9 Absolut	Vodka	2,835	2,990	5.5
10 Jose Cuervo	Tequila	2,325	2,325	-
Total top 10		37,210	37,020	- 0.5%

Source: Impact International, vol 10, nos 15-16. August 1-15, 1995

Table 2.6. Distilled spirits trend

(Thousands of 9L cases depletions)

Category	1990	1991	1992	1993	1994	Percent Change 1993-1994
Scotch Whisky	5,555	4,870	4,775	4,705	4,600	-2.2%
Imported Vodka						
Tequila	2,660	2,735	2,825	2,955		-
Liqueur	3,395	3,235	3,275	3,275	3,350	2.3
Imported Gin	1,990	1,820	1,740	1,725	1,830	6.1
Cognac	1,820	1,570	1,505	1,515	1,550	2.3
Champagne	1,080	945	950	965	1,025	6.2
Rum						

Source: Impact International, vol 10, nos 15 -16. August 1 -15, 1995

Table 2.7. Local and light beer trend

(Millions of Hectoliter Shipments)

Category	1990	1991	1992	1993	1994	Percent Change 1993-1994
Local Beers	150.8	147.6	144.2	144.3	140.2	-2.8%
Light Beer	50.8	50.7	50.5	51.8	52.0	0.4%

Source: Impact International, vol 10, nos 15 -16. August 1 -15, 1995

Table 2.8. Imported beer trend

(Thousands of Hectoliter Depletions)

Category	1990	1991	1992	1993	1994	Percent Change 1993-1994
Imported Beers	5,092	4,477	4,692	5,238	6,590	25.8%

Source: Impact International, vol 10, nos 15 -16. August 1 -15, 1995

Table 2.9. Alcohol refreshers trend

(Thousands of 9L case depletions)

Category	1990	1991	1992	1993	1994	Percent Change 1993-1994
LowAlcohol Refreshers	39,405	34,360	33,375	38,365	49,610	29.3%

Source: Impact International, vol 10, nos 15 -16. August 1 -15, 1995

CHAPTER THREE

METHODOLOGY

Before presenting the findings of this research, this chapter will explain the methodology of the research done in order to clarify the scope of this project as well as its limitation.

3.1 Research design

As the title of this research project indicates, its purpose is to compare consumer liquor habits in a growing liquor market, Lebanon to a post mature liquor market, the USA. In order to be able to determine the extent of differences in the needs, perceptions, attitudes and habits of both markets, answers to *who, what, when, where* and *how* questions have to be answered through the interviewees and questionnaires conducted, therefore the project has to be based on a descriptive research[10]. Indeed, this study has to be considered as a reference or secondary data to the above mentioned subject, and may be used as a base of discussion for new alcohol consumption regulations and for new industry codes concerning alcoholic brands' marketing.

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[10] William G. Zikmund, Business Research Methods, 4th ed. (New York: Harcourt Brace College Publishers), p.33

For this research to be consistent, a number of people has been carefully selected (marketing executives, research companies, consumers and bartenders). A representative sample of each group was interviewed in order to help in giving accurate information, which is of paramount importance in this project, on both the liquor situation and the consumption habits, rather than going into assumptions.

3.2 Data collection method

Because no secondary data exists on the subject discussed in this research project, the data collected comes from primary sources through face to face interviews. The survey consists of two interviews conducted with marketing executives who market and distribute liquor on the market, and therefore feel its trend, statistics from research companies (Stat, Mass and Sofres) showing the market leader, advertising expenditures, SOV (share of voice) and GRP (gross rating point), a U&A (usage and attitude) questionnaire submitted to 71 students in 7 universities: AUB, LAU, USJ, FM, ALBA and NDU, and finally a second questionnaire distributed to 10 bartenders.

What is interesting in the personal interviews conducted is the two way conversation between the interviewer and the respondent. There is the opportunity for feedback (interviewer can clarify any question the respondent has about the questionnaire), the opportunity of probing complex answers (interviewer can ask for clarification or expansion of respondent's answers), the chance of having complete questionnaires, the presence of the interviewer who encourages people to complete the questionnaire and the visual aid of a product sample that can also be provided by the interviewer[11] .

A sample of the questionnaires handed to consumers and bartenders can be found in the appendix .

3.3 Sampling

As stated in paragraph 3.1 of this chapter, respondents were carefully selected in order to have accurate data on the subject of this project. Both of the marketing executives interviewed market and distribute liquor products on the market, therefore they can feel its trend; all three of the research companies are very professional and expert in this field; the

[11] William G. Zikmund, Business Research Methods, 4th ed. (New York: Harcourt Brace College Publishers), p.194,195, 196

sample of 71 university students picked for the consumers' questionnaire is quite representative of the total number of people who go out, consume alcohol moderately and set the trend. The sample of 10 bartenders selected is representative as well, as these people work in the top 10 on-premise outlets and have at least one year of experience and a regular contact with consumers. Moreover, people were selected randomly taking into account geography, type of residence (urban/rural), religion and social class.

3.4 Data analysis method

Once the questionnaires were completed, editing and coding took place. The data collected was converted into a format which helps in answering the decision maker's questions. Tables can be found in appendix A.

The data analysis on which the survey is based on is a descriptive analysis of the responses provided by interviewees. The data was transformed into a percentage table form easy to understand and interpret; this table rearranged and ordered the data in a way to provide a descriptive information. Simple descriptive analysis determines consistent patterns and summarizes the appropriate details revealed in the investigation[12].

[12] William G. Zikmund, Business Research Methods, 4th ed. (New York: Harcourt Brace College Publishers), p.50

CHAPTER FOUR

RESULTS AND FINDINGS

4.1 Marketing executives and research companies information

As stated in section two of the first chapter, there is practically no information in Lebanon concerning the trend of each product category. The researches that are done by the research companies in Lebanon are usually to measure ad trac recalls of specific advertising campaigns or to evaluate the retail audit (market share) of different products. The following tables 4.1 and 4.2 summarize the information collected from the interviews, showing the trends of the imported spirits to Lebanon by category, and how Lebanon is still at a growing stage. Figure 4.1 shows the market share of the top five leading brands in each product category.

Table 4.1. Lebanon distilled imported spirits by category/type (1995)

Category	NB of brands	Volume	Market share	% change
Whisky				
Scotch	99	260,000		3.80%
Others	10	1,000		-2%
Total whisky	109	261,000	83.21%	
White spirits				
Vodka	26	15,000		20%
Rum	14	1,200		16.60%
Gin	28	4,500		9%
Tequila	8	2,000		26.50%
Total white spirits	76	22,700	7.24%	
Specialties				
Liqueur	46	23,000		8.60%
Cognac	19	500		-
Brandy	4	125		-
Aperitifs/Bitters	11	6,000		5%
Others	4	1,000		-
Total specialties	84	30,625	9.58%	
Total	269	314,225		

Source: Liquor industry executives, research companies. Beirut, Lebanon

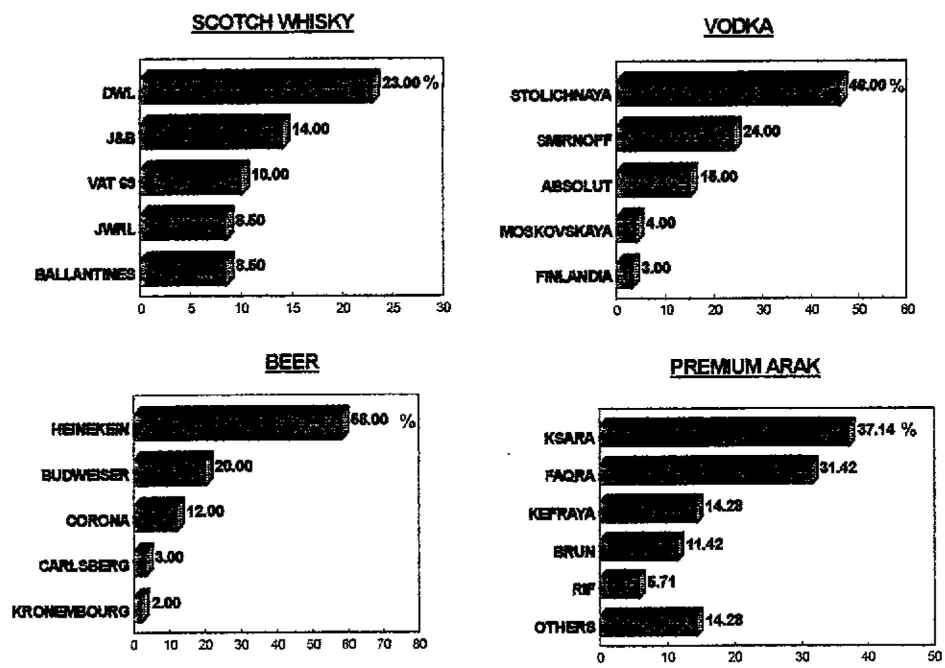
Table 4.2. Lebanon adult per capita consumption of alcoholic beverages by category

(Liters per person - 21 and over)

Category	1970	1980	1985	1990	1991	1992	1995
Beer	43.00	46.10	54.30	63.20	67.80	69.90	75.50
Distilled Spirits	2.00	3.70	4.30	4.90	5.10	5.40	6.00
Low-Alcohol Refreshers	-	-	-	-	-	-	-
Total Alcoholic Beverages	45.00	49.80	58.60	68.10	72.90	75.30	81.50

Source: Liquor industry executives, research companies. Data based on shipments to Lebanon and statistics of the customs.

Figure 4.1. Top five leading brands: Scotch whisky, vodka, beer and arak



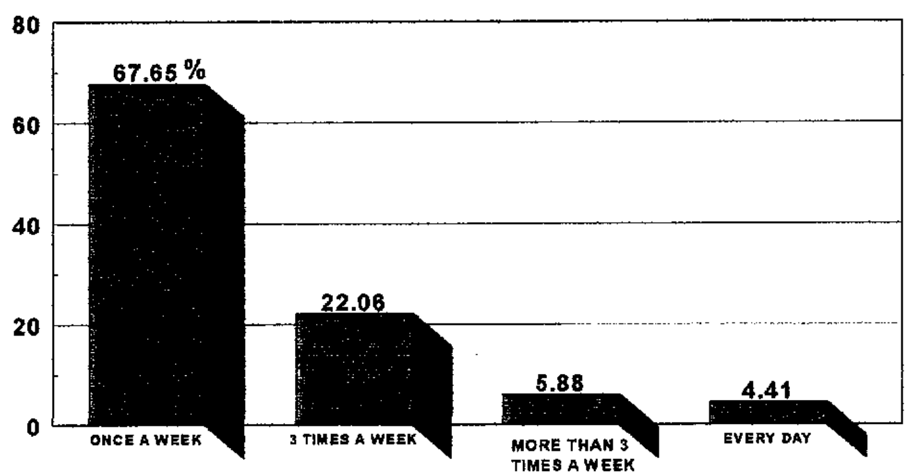
4.2 Consumers' questionnaire

4..2.1 Alcohol consumption

Consumers were asked how often they consume alcohol, what is the liquor that they consume most, where they usually consume it, and what was the reason behind consuming a specific liquor.

As figure 4.2 shows, among the people interviewed only 4.41% consume alcohol every day. 5.88% of them consume it more than 3 times a week. The majority lies between those who drink alcohol once (67.65%) to maximum 3 times a week (22.06%).

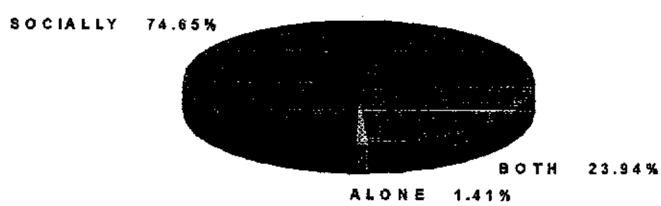
Figure 4.2. Bar chart showing alcohol consumption of consumers (university students) in Lebanon



We understand through these results that the Lebanese consumer is not a heavy alcohol drinker[m] , that people usually drink when they go out, which is 2 to 3 times a week. It seems, it is not very common to see a person sitting at home in front of his/her TV with a bottle of whisky or a bottle of vodka. People usually go out in Lebanon to have fun and be with some friends, and not necessarily to drink.

It appears that most of the people drink alcohol when they have company. The pie chart in figure 4.3 shows that 74.65% of them stated that they only drink in a social environment, whereas only 1.41% affirmed that they consume alcohol when they are alone. 23.94% of people who fall in between both choices. The Lebanese consumer is a person who likes to drink with friends. He/she is not the type of person who could have fun drinking on his/her own.

Figure 4.3. Pie chart showing the way how consumers (university students) consume alcohol in Lebanon



[m] heavy drinkers are those who consume alcohol anyplace and anytime; moderate drinkers are those who like to drink but with moderation; light drinkers are those who drink occasionally

As a consequence, 41.43% of the consumers stated that the reason behind drinking liquor is to socialize with other people. In other words, if you drink, then you may join the circle, and spend some good and pleasant time. It is interesting to know that 51.43% of them feel that drinking makes them spend time . Very few people, however, think that alcohol is a remedy. In other words, people in Lebanon do not find that alcohol is a medium to forget a stressful day or to solve their problems. Only 7.14% stated that alcohol is a remedy to them.

4.2.2 The most popular drinks in the Lebanese market

Lebanon is known to be a whiskey market, more precisely a scotch whisky market, as the total volume of whiskey in Lebanon is around 260,000 cases out of which 259,000 cases are scotch whiskies (deluxe, premium and secondary scotch whiskies). There are around 99 whiskey brands available, however about only 6 brands are selling: J&B, Dewars, Johnny Walker, Ballantines, Cutty Sark and Vat 69 (all of these are scotch whiskies)[13]. In fact, as figure 4.4 herebelow shows, 42.86% of the interviewees stated that whiskey is the liquor that they consume most. Dewars White Label is the leader on a global basis, however, J&B is the leader in the on-premise, i.e. in restaurants and night clubs . The reason

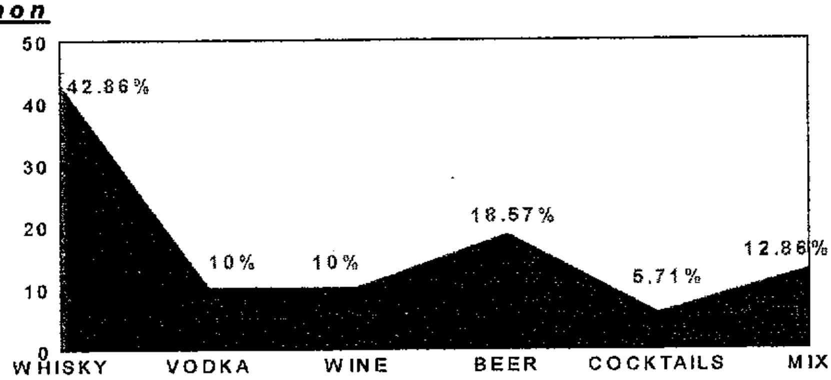
[13] Liquor industry executives, research companies. Beirut, Lebanon. 1996

behind this is because the people who consume Dewars are not generally very young, whereas those who consume J&B are people between 18 to 35 years of age i.e. young generation.

Beer falls in the second place (18.57%). The beer market falls into two parts: imported beer and local beer. ***Heineken*** is leading among imported beers, ***Corona Extra*** is leading among Mexican beers, and ***Almaza*** is leading among local beers.

Vodka and wine would be a third choice (10% each). ***Stolichnaya*** is leading in the off premise outlets (supermarkets) due to its very low price, ***Absolut Vodka*** used to be leading in the on premise, however it has been witnessing a strong decline since June 95.

Figure 4.4. Area chart showing the most popular drink in Lebanon

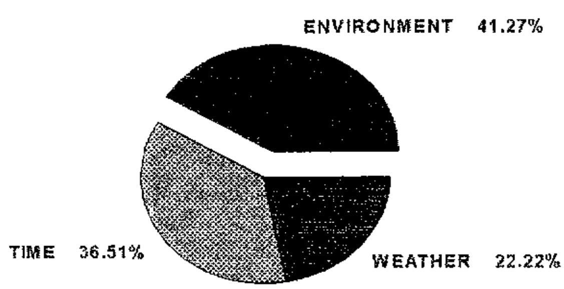


12.86% of the people have no loyalty in their selection; they consume different drinks in different occasions, or would rarely opt for cocktails which account for 5.71%. This indicates that when consumers feel like having a mixed drink, it is rarely a cocktail; it is either whiskey with Coke/Pepsi or soda water (Perrier), or vodka with orange juice, tonic water .

4.2.3 External factors that dictate consumers drinking choice

The three factors that were measured for determining what can dictate consumers' choice in drinking a certain liquor, are the environment, the time, and the weather. Figure 4.5 shows the results found.

Figure 4.5.Pie chart showing the factors that are dictating people's (university students) choice for drinking in Lebanon



It is interesting to see that 41.27% of the interviewees affirmed that the environment was the first factor dictating their choice. At a simple dinner at home, or at dinner in a classy restaurant, the consumer requires mostly wine ; local wine ***Ksara*** or ***Kefraya*** are mainly selected. In a night club, whiskey (mainly scotch whisky ***J&B***) and vodka (***Stolichnaya*** and ***Absolut***) are mainly consumed.

36.51% of the consumers are conditioned by the time spent in outlet. If people go out for a couple of hours, male drinkers tend to ask mostly for beer (***Corona, Budweiser and Almaza***) and female drinkers for ***Baileys***, ***Malibu*** Pineapple, and ***Pina Colada*** . If, on the other hand, the night starts at 11:00 p.m. and ends at 4:00 a.m., consumers would buy a bottle or even bottles of either whiskey or vodka. The reason consumers buy bottles and not drinks is due to two reasons: the first one is because it is cheaper to pay for one bottle than for 15 drinks (1 bottle is equal to more or less 15 drinks of a 500 ml measure each). The second reason is because they could have the bottle reserved under their name for the next time they come to the outlet.

22.22% stated that the weather was also sometimes important in their consuming habits. In a cold weather, wine consumption is leading by far.

But again this cannot really be very measurable as the environment is the main factor. In other words, if the weather is cold or hot, people in a nightclub consume whiskey or vodka, and if they are in the mountains where there is snow, wine is consumed.

4.2.4 Loyalty for a liquor brand

43.66% of the people in Lebanon state that they are loyal to one liquor brand, and the rest appears not to be loyal to one brand. However, one should take into consideration, that this questionnaire was distributed to university students who probably do not have a loyalty yet (considering that people who are loyal to one specific brand are usually 25 years of age and more). One can be sure that if this questionnaire was given to middle-aged people, the percentage of people loyal to one brand would have been greater. In any case, what interests us are the trend setters[n] , and most of these people are university students.

Interviewees were also asked whether they consume the same liquor brand when they are in social environment, and when alone. 75.61% affirmed that they always consume the same liquor brand. Apparently,

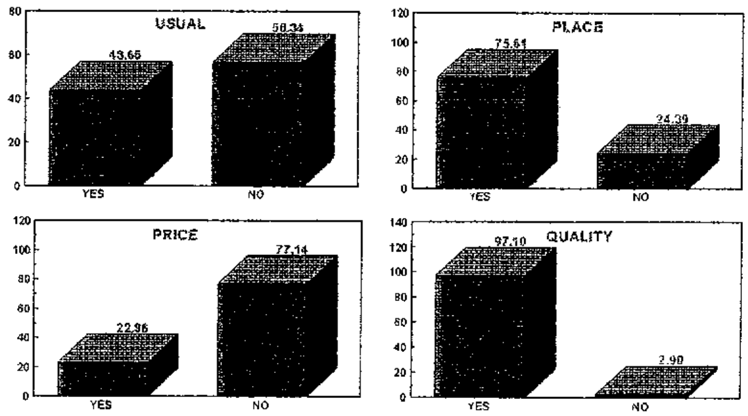
[n] People who set the fashion and the trend. They frequent the trendiest outlets and consume the most fashionable brands. These people usually travel a lot and adopt a foreign style in Lebanon.

only 22.86% of them are influenced by the price of the liquor, and 77.14% state that no matter what the price is, they will buy the brand that they like best.

It is important to note that the price of different brands of whiskey or vodka bottles in night clubs and restaurants is more or less the same. Therefore, it is hard to measure how much price is related to the choice of a brand. As these people were not interviewed at home, they could therefore be embarrassed and not willing to admit that price is important to them.

Taste preference is a very important factor in consumers buying decision. 97.1% affirmed it. However, it is almost certain, that in night clubs and restaurants regardless of their taste preferences, people tend to consume what is the most expensive, as any bottle would cost them the same anyway. Whether these people consume at home what is less expensive is questionable.

Figure 4.6. Bar charts showing how do habit, place, price and quality affect consumers loyalty for a liquor brand in Lebanon

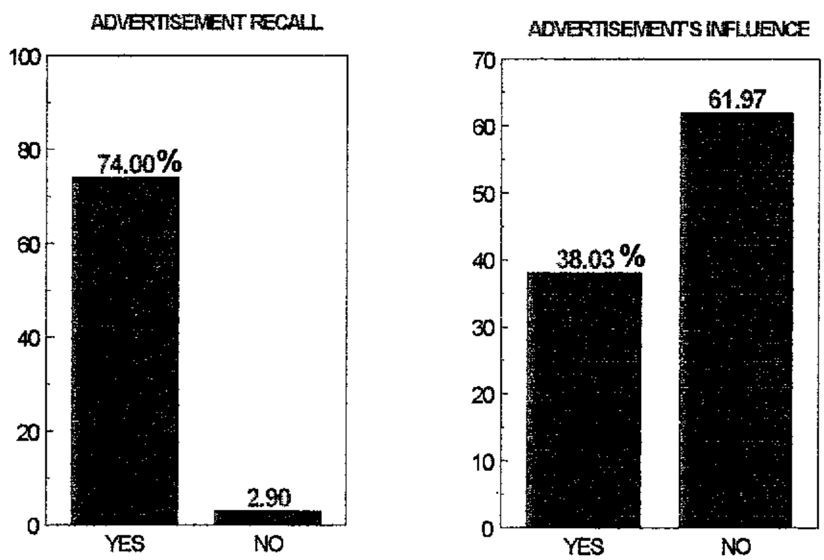


4.2.5 Advertisement recall° of liquor brands, and advertisement importance

It was quite interesting to test the importance of advertisements of the liquor brands to the consumers. As figure 4.7 shows, 61.97% of the people interviewed stated that advertisements are not an important factor in their buying decision, and that what they consume is usually what they like. One may realize through this statement, that a TVC (television campaign) does not necessarily sell a product. What influences on consumer purchase behavior is the marketing mix as a whole i.e. advertisement on TV, radio and press, activities in the on-premise, and PR in the on-premise and off-premise.

However, 74% of the interviewees remembered seeing advertising for liquor brands, and they stated which brands. Whiskey (mainly scotch whisky as it is the only one advertised) recall advertisement (top of mind) was as follows: 36% for ***Dewars White Label***, 26.7% for ***J&B***, 9.8% for ***Johnny Walker***, 2.8% for ***Cutty Sark*** and 2.8% for ***Langs***. Vodka recall advertisement was as follows: 5.6% for ***Smirnoff*** and 8.4% for ***Absolut*** vodka.

Figure 4.7. Bar charts showing advertisement's importance to the Lebanese consumers



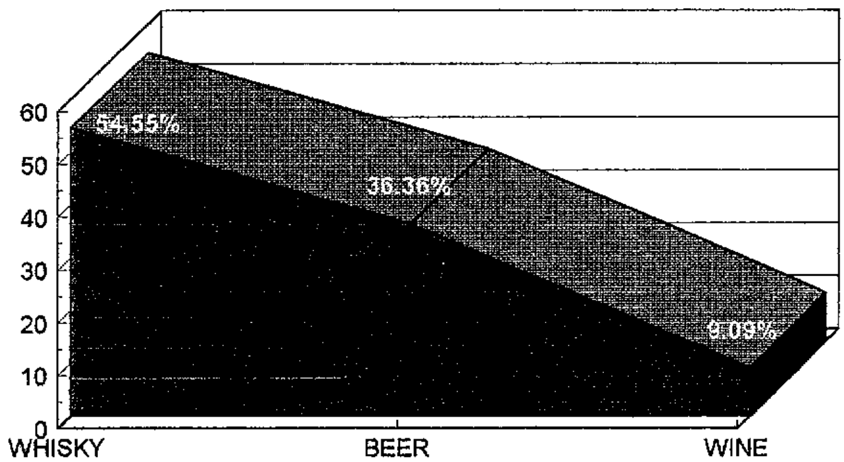
4.3 Bartenders' questionnaire

4.3.1 Tendency of the market

About 54.55% of the bartenders interviewed stated that the tendency of the market concerning spirits was whiskey. As shown in table 4.4.1 a, scotch whisky accounts for 260,000 cases on the Lebanese market for a total of 99 different brands. While, other whiskies (Bourbon, Kentucky, American ... etc.) account for only 1,000 cases for a total of 10 brands. Therefore, the tendency of the market is obviously towards scotch whisky mainly for brands like ***J&B, Dewars, Johnny Walker, Ballantines, Cutty Sark*** and ***Vat 69***. The biggest volumes come from ***J&B*** and ***Dewars***.

Beer accounts for 36.36% of the total consumption, mainly for brands like ***Heineken***, ***Corona*** (Mexican Beer) and ***Almaza***, which leaves the remaining proportion of 9.09% to wine. The following area chart in figure 4.8 shows the proportion of each product category.

Figure 4.8. Area chart showing the tendency of the Lebanese market according to bartenders



It is quite obvious that the consumption of spirits varies according to the type of outlet. Places like Barrocco (classy pub), Alecco's, Options and Opera (classy night clubs) and Olivers (casual pub) whiskey would be the first spirit to be consumed, whereas in places like Latino Cafe, Pipers and B018 (very casual pubs) consumers would mainly go for beer. In classy restaurants or restaurants that are up in the mountains (Faraya, Faqra or even the Cedars) wine is the no 1 spirit of consumption. Moreover, we find a huge consumption of Arak in Lebanese restaurants.

4.3.2 The Lebanese local spirit

As Ouzo in Greece, Raki in Turkey and Ricard in France, our local spirit is Arak. The total Arak market accounts for 400,000 cases, 370,000 cases being cheapies. Arak is divided into 2 categories: premium and secondary. Premium brands like Faqra, Rif, Ksara, Kefraya and Brun. Secondary for brands like Ghantous, Touma, Bardawni and others[14].

We cannot ignore the serious consumption of Arak in Lebanese restaurants. This consumption can be attributed to the type of food which is mainly found in Lebanese restaurants and homes. Moreover, Arak is expanding throughout the Middle East, as it is the most appropriate drink with the oriental food.

4.3.3 The number two spirit of consumption

After whisky, comes Vodka as the no 2 spirit of consumption (figure 4.9). The most famous brands on the Lebanese market are ***Stolichnaya***, ***Absolut*** and ***Smirnoff***. What Lebanese consumers like about vodka is that it is a mixable drink, in other words they could consume it with practically anything such as tonic, orange juice, 7UP, Pepsi or Coke.

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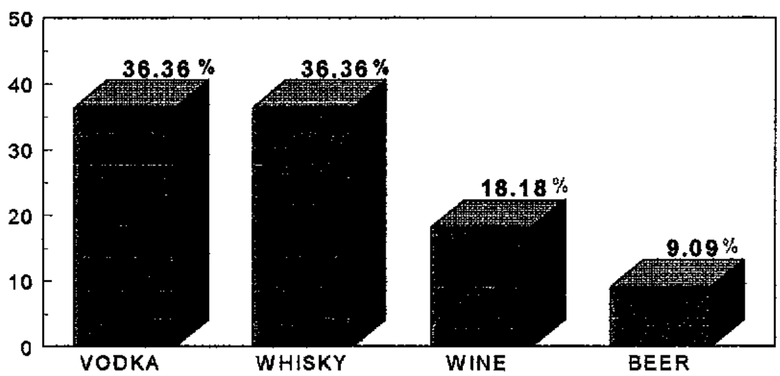
[14] Liquor industry executives, research companies. Beirut, Lebanon. 1996

The vodka market in Lebanon is about 15,000 cases, for a total of around 26 brands out of which only three have a good awareness: ***Absolut***, ***Stolichnaya*** and ***Smirnoff***. Vodka is perceived as a fun drink as it could also be consumed as a shooter. Among the citrus vodka, ***Absolut citrus*** is the brand that is most preferred. Other citrus brands do not really have a strong awareness except for ***Smirnoff citrus twist***.

Figure 4.9. Bar chart showing the #2 spirit of consumption in Lebanon



The selection of drinks mainly depends on consumers' taste but mostly change according to the kind of outlet. The Lebanese consumer likes to change and taste new drinks, he is very open to always try new things, especially if they are popular in other countries.

A very interesting point that one of the bartenders explained while being interviewed is the "Hot Spots" issue. Hot Spots are the most prominent locations on the bar. They are therefore usually located either closest to where people congregate to drink or at till-points[p] . Fibre optics pourers[q] are meant to be placed in the Hot Spots in order to induce trial.

4.3.4 Percentage of consumers who ask for a specific brand

In Lebanon, bartenders were also asked what are the spirits that were requested specifically by their name. Results show in figure 4.10 that 54.55% of the consumers usually specify the brand's name, therefore, on average, about half of the drinks ordered are specific to the brands.

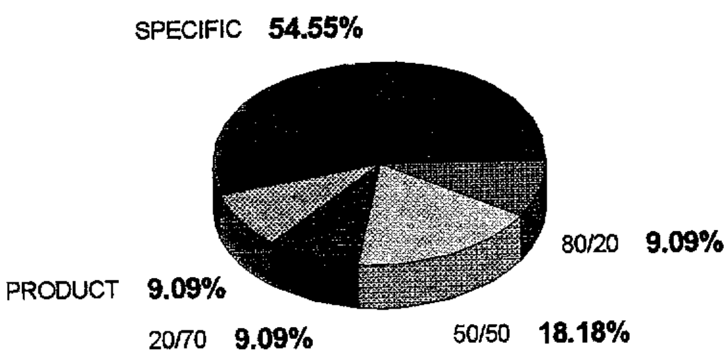
The reason most of the consumers specify the brand's name is because they like to follow the trend and consume trendy brands. Lebanese consumers are very much open to modernity and to western models of life. They most of the time exercise rational thinking in order to choose, prefer products and ways of life. Moreover, the main concern of the Lebanese consumer is to fit into the groups of people present in the trendy bars. Therefore, brands become as signs of belonging to a group of

[o] Strategic locations
[p] Stands fixed on the bar for direct pouring. Fibre optics pourers usually help bartenders be quick and more practical.

people, and consumers tend to specify the brand's name if they get the assurance that the majority of the trend setters are buying a specific brand.

J&B (scotch whisky) has experienced increasing brand call, followed by ***Stolichnaya*** and ***Smirnoff*** (vodka). ***Jose Cuervo*** (tequila) has also witnessed increasing brand call. ***Johnny Walker black label*** (scotch whisky) appears to be maintaining its lead, followed by ***Baileys Irish cream***. ***Dewars white label*** (scotch whisky) has experienced decreasing brand call followed by ***Absolut*** vodka.

Figure 4.10. Pie chart showing consumers' loyalty in Lebanon



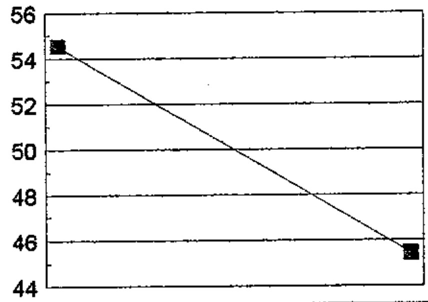
4.3.5 Consumption by the bottle v/s consumption by the drink

The bartenders surveyed indicated that the people who order drinks have slightly a higher proportion of the people who order a bottle: 54.59% and 45.45% respectively, are the proportions shown in figure 4.11.

It actually mostly depend on the occasion. If it is a long night in a night club where the consumer is a regular of the place, then he will definitely order a bottle, or he would even have one reserved for him. If on the other side the consumer is in a pub or restaurant where he is only planning on spending a couple of hours, then he will order for several drinks instead of a bottle.

Moreover, bartenders mentioned that when ordering a bottle, consumers tend more to specify the brand, whereas, they tend less to specify the brand when they ask for a drink. The reason for this is because the bottle will be on the table all night long, and other people might be looking which brand it is, whereas a drink is a drink; it could be any brand that is consumed.

Figure 4.11. Chart showing whether consumption in Lebanon is by the bottle or by the drink



DRINK	BOTTLE
54.54%	45.45 %

4.4 Comparison

As stated in chapter one, the purpose of this research project is to evaluate and compare the trend of consumers' liquor habits between a post mature liquor market, which is in this case the USA, and a growing liquor market, Lebanon.

4.4.1 Most popular drink

Growing market: Lebanon	Post-mature market: USA
Whiskey consumption is increasing. Scotch and water or Coke, whiskey and soda water is mainly how whiskey is consumed	Whiskey consumption is decreasing, although Scotch and water, whiskey and Cola or 7UP experienced increases
Mainly scotch whisky consumption for brands like: ***J&B, Dewars White Label***	Scotch consumption for brands like: ***J&B*** and ***Johnny Walker***
Mixables like vodka, tequila and rum are becoming very popular	Juices and mixers are not very popular anymore. Irish cream (***Baileys***), and peach schnapps have also been declining
Margarita consumption is increasing	Margarita consumption is decreasing
Shots consumption is increasing	Shooters are increasing as well
Beer consumption is increasing, especially Mexican beer: ***Corona***	Both domestic and imported beer has declined.
Most ordered drinks are whiskey Coke and vodka tonic	Most ordered drinks are Rum Coke and vodka tonic. There is also a trend towards cinnamon schnapps (*Goldschlager*)
Gin consumption is decreasing	Gin consumption is also decreasing
Rye whiskey (Canadian whiskey) is not available	Rye whiskey has been declining
Alcopops have not hit the market yet	Alcopops are trendy
Ciders are inexistent as well	Ciders are very popular
Wine coolers are inexistent	Wine coolers are very popular

4.4.2 Brand call and consumers' loyalty

Growing market: Lebanon	Post-mature market: USA
Half of the drinks ordered are brand call especially when bottles are ordered	Half of the drinks ordered are specific to the brand, no matter if they are ordered by the bottle or by the glass
Absolut vodka is loosing brand call, and ***Smirnoff*** vodka is gaining awareness	*Absolut* vodka is leading brand call, and ***Smirnoff*** is increasing brand call
J&B scotch is increasing brand call, whereas *Dewars white label* scotch is decreasing brand call	Both ***J&B*** and *Dewars white* ***label*** scotch are increasing brand call
Stolichnaya vodka, ***Jose Cuervo*** tequila, ***Pina Colada*** cocktail, ***Baileys*** Irish cream, ***Malibu*** and ***Corona*** beer are all increasing brand call	***Stolichnaya*** and ***Smirnoff*** vodka, ***Crown royal*** rye whiskey, ***Jose Cuervo*** tequila, ***Tanqueray*** gin, ***Jack Daniels*** bourbon and **Bacardi** rum are all increasing brand call
Gordon's gin has more loyalty than ***Bombay*** gin	Brand call for ***Bombay*** gin is trending down

4.4.3 Bottle consumption v/s drink consumption

Growing market: Lebanon	Post-mature market: USA
Most of the people consume liquor by the bottle	Most of the people consume liquor by the glass
Regulars of the outlet may keep reserved bottles for the next time they come	Practically no such thing exists in the US, unless a person is a VIP
It is cheaper to buy a bottle than several drinks a night	The cost of a drink in the US is cheaper than the cost of a drink in Lebanon
People like to buy bottles as well in order to show off in front of other people	People in the US are much more simple and casual. They go out in order to have fun, they do not look to what others are doing
In general, people who go out to night clubs do not refrain from spending money	People continuously watch their spending habits

4.4.4 Consumption habits

Growing market: Lebanon	Post-mature market: USA
There is no legal drinking age	Legal drinking age is 21. One cannot consume alcohol if he/she is not 21
No control on drinking, therefore there are more chances for people of getting drunk. There are more chances for people of drinking and driving	There are drinking test made at night by policemen. This in a way makes people think twice before drinking and driving
There are more night clubs than pubs in Lebanon. Therefore, people tend to go out more on week ends as they have to stay up late	Pubs and bars are trendier in the US. People are used to go out during the week just for a couple of hours
There are no special events giving people the chance of going out right after work for example. No promotions on spirits or food (except for Tex-Mex chains like HJB and Lone Star cafe or the US type of outlets)	Happy hour is very popular (at 6:00 pm) and special nights (drinking for free for one night or offering an order of chicken wings with every margarita jar for example)

Now that the concurrent consumption of different types of alcoholic brands has been closely examined and compared between both markets, it makes it possible to draw a conclusion on the USA and on Lebanon, to implement this research project with recommendations to distillers and the government, and to finally state the limitation of the study.

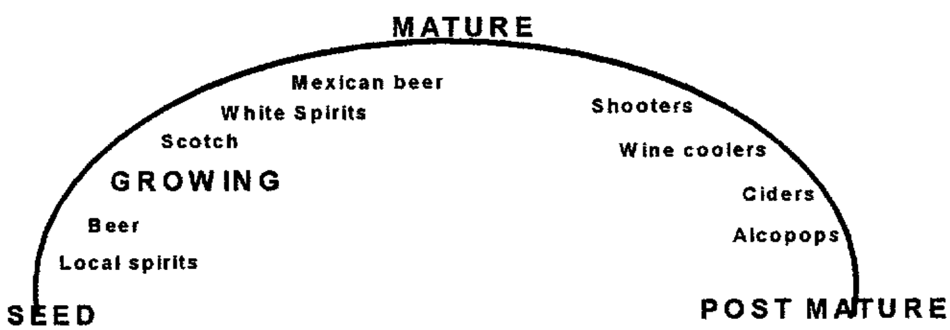
CHAPTER FIVE

CONCLUSION

5.1 The US market

Further to the comparison in chapter 4 of both the Lebanese and the US market, one can notice that the US market is seeking stability after difficult years of decline. This stability is witnessed by the industry innovation into shooters, alcopops, ciders and low alcohol refreshers to overcome the drastic decline of traditional spirits such as whisky, gin, vodka ... etc. Figure 5.1 describes the post mature stage of the US market.

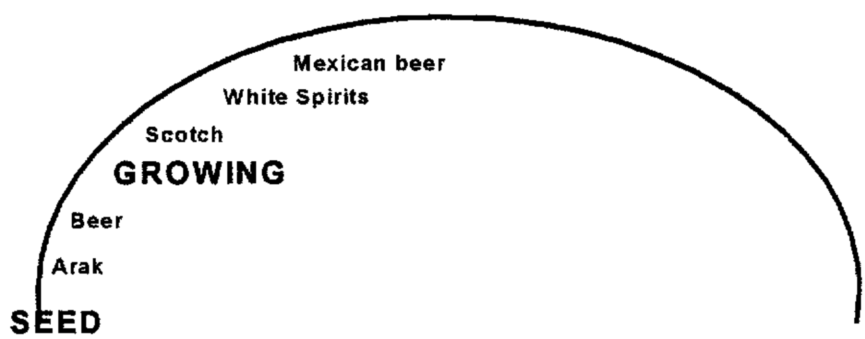
Figure 5.1. The present liquor situation of the US market



5.2 The Lebanese market

On the other hand, one can witness on the Lebanese market that trends for liquor are up for traditional spirits such as whisky and white spirits in general, despite the fact that the industry is creating niche markets (Mexican beer) to attract new comers to the liquor business. Attracting new comers will eventually lead to mass communication, and appeal to teenagers below the age of 20 years old. Moreover, the rate of alcoholism might increase, which might consequently increase the liquor consumption per capita. Figure 5.2 describes the growing stage of the Lebanese market.

Figure 5.2. The present liquor situation of the Lebanese market



5.3 Recommendations

5.3.1 To distillers

As a major step, distillers must take the initiative to establish an industry code for alcohol marketing. This code must include time advertising restrictions, ban on outdoor advertising, proper selection of advertising actors and restriction on hard liquor distribution in outlets which teenagers below 18 years old frequent.

5.3.2 To the government

As far as the government is concerned, new alcohol regulations have to be implemented such as alco-test with high penalties. Moreover, the government must set a severe restriction on the legal drinking age; outlets which allow under age people to get in must be heavily penalized. Furthermore, customs duties must modify the actual tax regulation on alcohol by imposing taxes on the alcohol content of imported liquor rather than applying the ad valorem[q] tax regulation. This way, low alcohol products will have a lower list price than hard liquors[r], which will encourage people to purchase and consume more low alcohol products.

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[q] Taxation on the invoice value of the goods rather than on the alcohol content of the goods
[r] Liquors with high alcohol content

5.4 Limitation of the study and future research proposal

It would have been much interesting to speculate as well on the time span which will actually lead Lebanon to become a post mature market. There are still many steps and cycles which Lebanon has to overcome before reaching the actual situation of the USA. However, because of this project's limitation and focus, it is not feasible to develop this further issue. Further research on what would take Lebanon to become a post mature market would be quite an interesting sequence to the present project.

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APPENDIX

USAGE & ATTITUDES SURVEY
CONSUMER QUESTIONNAIRE

SEX:
AGE:

1. HOW OFTEN DO YOU CONSUME ALCOHOL?
   A. ONCE A WEEK
   B. 2 OR 3 TIMES A WEEK
   C. MORE OFTEN
   D. EVERY DAY

2. WHERE DO YOU USUALLY CONSUME ALCOHOL?
   A. SOCIALLY
   B. ALONE
   C. BOTH

3. WHY DO YOU CONSUME ALCOHOL?
   A. TO SOCIALIZE
   B. TO SPEND TIME
   C. AS A REMEDY

4. WHAT IS THE LIQUOR THAT YOU USUALLY CONSUME MOST?
   A. WHISKY
   B. VODKA
   C. WINE
   D. BEER
   E. COCKTAILS
   F. VARIOUS

5. IS THERE ANY EXTERNAL FACTOR THAT CAN DICTATE YOUR CHOICE IN DRINKING A CERTAIN LIQUOR?
   A. THE ENVIRONMENT
   B. THE TIME
   C. THE WEATHER
6. ARE YOU IN GENERAL LOYAL TO ONE LIQUOR BRAND?
   A. YES
   B. NO

7. IF YES, DO YOU CONSUME THE SAME LIQUOR BRAND WHEN YOU ARE IN A SOCIAL ENVIRONMENT AND WHEN ALONE?
   A. YES
   B. NO

8. DOES THE PRICE OF THE LIQUOR BRAND HAVE AN INFLUENCE ON YOUR CHOICE?
   A. YES
   B. NO

9. IS TASTE AN IMPORTANT FACTOR IN YOUR BUYING DECISION OF A SPECIFIC BRAND?
   A. YES
   B. NO

10. DO YOU REMEMBER ANY ADVERTISEMENT OF A LIQUOR BRAND?
    A. YES, AND WHICH ONES --
    B. NO

11. IS LIQUOR ADVERTISEMENT AN IMPORTANT FACTOR IN YOUR BUYING DECISION?
    A. YES
    B. NO

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11
	b	c	a	a	b	a	a	b	a	dwl	a
	a	a	a	c	c	b	b	a	k	ksarak,j&b	b
	a	a	b	b	f	a	b	b	a	dwl,j&b	b
	a	a	b	b	c	b	a	a	a	smi,j&b	a
	c	c	b	b		a	a	a	a	smi,abs,j&b,dwl	b
	a	a	b	d	a	b		b	a	b	b
	b	a	a	a	c	a	a	b	a	jwbl	a
	a	a	b	c	a	a	a	b	a	smi,	b
	a	c	b	c	b	a	a	b	b	jwbl,kefr	b
	b	c	b	a	b	a	a	b	a	j&b,dwl,smi	b
	b	c	b	a	a	b	b	b	a	cutty	b
	b	c	b	a	b	b		b	a	j&b,dwl	a
	b	c	a	a	c	a	a	b	a	bud	a
	a	a	a	a	a	a	a	b	a	dwl	a
	a	c	b	a	b	b		a	a	b	b
	a	a	a	f	a	b		b	a	b	b
	a	a	b	d		b		a	a	dwl,j&b,hein	b
		a	a	d	b	b	b	a	a	b	a
	a	c	b	d	a	b		a	a	b	a
	a	c	b	b	c	b		a	a	b	b
	a	a	a	d	a	b				b	a
	a	c	b	b	a	b	b	b	a	b	b
		a	b	d		b		b	a	bacardi	b
	a	a	a	d	a	a	a	b	a	b	a
	a	a	b	d	c	b		b	a	hein	b
	c	a	a	d	a	b		b	a	dwl	b
	b	c	b	a	a	a	a	b	a	b	b
	a	a	a	a	a	b		b	a	dwl	b
	a	a	b	c	b	b	a	b	a	j&b,abs,dwl	a
	a	a	a	c	b	a	a	b	a		b
	b	a	b	a	a	a	a	b	a	dwl,j&b	a
	b	a	b	a	a	a	a	b	a	dwl,j&b	a
	a	a	a	c	a	b		b	a	j&b	a
	a	a	b	h	b	a	a	b	a	b	b
	b	c	b	a	a	b		b	a	dwl	b
	b	a	a	a	b	a	a	b	a		a
	b	a	b	f	b	b		b	a	dwl,jwrl,langs,j&b	b
	a	a	a	e	a	b		b	a	b	a
	a	a	b	a	c	a	a	b	a	dwl	b
	a	a	a	a	c	b		b	a	j&b,dwl	b
	a	a	b	a		a	a	b	a	b	b
	a	a	a	a	b	b		a	a	b	b
	a	a	b	f	a	b		a	a	beer,wines	a
	c	a	b	a	b	b		b	a	dwl,abs	a
	a	c	b	f	b	b		b	a	dwl	b
	b	a	b	a	b	a	a	a	a	dwl	a
	a	a	b	f	b	b		b	b	dwl	b
	a	c	c	f	c	a	a	b	a	bar	a
	b	a	a	d	a	b		a	a	a	b
	a	c	b	a	b	a	a	a	a	jwr,j&b,cutty,dwl	b
	a	a	a	e	c	b	b	b	a	b	b
	d	b	c	a	b	a	a	b	a	jwbl	b
	a	a	a	a	b	a	a	b	a	dwl	b
	d	a	c	a	b	b	b	b	a	j&b,dwl	b
	d	c	b	a	a	a	a	b	a	jwrl	b
	a	a	a	d	a	a	b	a	a	hein	b
	c	a	a	d	c	b		b	a	j&b	b
	a	a	a	e	b	b		b	a	b	b
	b	a		a	b	a	a	b	a	dwl,ksara,j&b,abs	a
	a	a	c	a	c	a	a	b	a	b	b
	a	a	c	a	c	b	a	b	a	b	a
	a	a	b	d	a	a	a	b	a	abs	a
	a	a	a	f		b	b	b	a	dwl	a
	a	a	b	c	a	a	a	b	a	langs	b
	a	a	a	f		a	a	b	a	abs	a
	a	a	a	a	a	b		b	a	j&b	b
	a	a	b	b	a	b		b	a	j&b	b
		a	a	e	b	b		b	a	b	a
	a	a	b	a	a	a		b	a	dwl	a
	a	a	a	f	c	b	b	a	a	kef	b
	a	a	a	b		b		a	a	jwrl	b
TOTAL a	46	53	29	30	26	31	31	16	67	3	27
TOTAL b	15	1	36	7	23	40	10	54	2	23	44
TOTAL c	4	17	5	7	14					1	
TOTAL d	3	0		13						19	
TOTAL e				4							
TOTAL f				9	1						
TOTAL ANSWERS	68	71	70	70	64	71	41	70	69	46	71
BLANK ANSWERS	3	0	1	1	7	0	30	1	2	25	0
% a	67.65%	74.65%	41.43%	42.86%	40.63%	43.66%	75.61%	22.86%	97.10%	6.52%	38.03%
% b	22.06%	1.41%	51.43%	10.00%	35.94%	56.34%	24.39%	77.14%	2.90%	50.00%	61.97%
% c	5.88%	23.94%	7.14%	10.00%	21.88%	0.00%	0.00%	0.00%	0.00%	2.17%	0.00%
% d	4.41%	0.00%	0.00%	18.57%	0.00%	0.00%	0.00%	0.00%	0.00%	41.30%	0.00%
% e	0.00%	0.00%	0.00%	5.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% f	0.00%	0.00%	0.00%	12.86%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

BARTENDERS' QUESTIONNAIRE

1. WHAT IS THE TENDENCY OF THE MARKET CONCERNING SPIRITS (WHISKY, VODKA, BEER, WINE, ARAK... ETC.)?

   ----

2. WHAT IS THE NO. 2 SPIRIT OF CONSUMPTION IN THE MARKET?

   ----

3. DOES THE CONSUMER ORDER A SPECIFIC BRAND OR SIMPLY A PRODUCT (WHISKY, VODKA, BEER ... ETC.)

   ----

4. DO CONSUMERS USUALLY PREFER TO ORDER A BOTTLE OR SEVERAL DRINKS?

   ----

5. DO YOU FEEL THAT CONSUMERS TEND TO SPECIFY MORE THE BRAND WHEN ORDERING A BOTTLE THAN WHEN ORDERING A DRINK?

	Q1	Q2	Q3	Q4	Q5
	beer	whisky	specific	drinks	yes
	wine	whisky	50/50	bottle	50/50
	whisky	wine	specific	bottle	yes
	beer	vodka	50/50	glasses	50/50
	beer	whisky	product	drinks	yes
	beer	whisky	specific	drinks	yes
	whsiky	wine	specific	drinks	50/50
	whisky	vodka	80/20	bottle	50/50
	whisky	beer	20/70	drinks	yes
	whisky	vodka	specific	bottle	yes
	whisky	vodka	specific	bottle	yes
TOTALS					
ANSWERS	**11**	**11**	**11**	**11**	**11**
BEER	4	1			
WINE	1	2			
WHISKY	6	4			
VODKA		4			
SPECIFIC			6		
PRODUCT			1		
20/70			1		
50/50			2		4
80/20			1		
DRINKS				5	
BOTTLE				5	
GLASSES				1	
YES					7
PERCENTAGES					
ANSWERS	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
BEER	36.36%	9.09%			
WINE	9.09%	18.18%			
WHISKY	54.55%	36.36%			
VODKA		36.36%			
SPECIFIC			54.55%		
PRODUCT			9.09%		
20/70			9.09%		
50/50			18.18%		36.36%
80/20			9.09%		
DRINKS				45.45%	
BOTTLE				45.45%	
GLASSES				9.09%	
YES					63.64%