

## THE IMPACT OF TOURIST'S SOCIO-DEMOGRAPHICS ON THE CHOICE OF ALCOHOL AND CHOICE OF DRINKSCAPES

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### Abstract

*The present paper reveals the results of a study undertaken with the tourist visiting Goa in the tourist season from December 2020 to March 2021, yielding 962 valid responses. The study's objective was to analyze the impact of socio-demographic profiles of a tourist on the choice of alcohol, choice of drinksapes and consumption patterns. Results point at a clear distinction between a wealthier, older group of tourists and gender contrasting with a lesser income and younger respondents with regards to the choice of alcohol and choice of drinksapes. The findings may aid in understanding the alcohol consumption patterns of tourists and assist in better target marketing to each group while also comprehending the actual and prospective role of each group for beverage tourism.*

**Key words:** *drinksapes, choice of alcohol, alcohol consumption, socio-demographics, beverage tourism.*

**JEL Classification:** Z30, Z33

### I. INTRODUCTION

The selection of a meaningful segmentation basis, i.e. the feature by which segments are separated, is critical for effective market structure. In general marketing (Kotler et al., 1999) and tourist literature, many factors have been proposed (Pender, 1999; Mill and Morrison, 1992; Kotler et al., 1999). Nationality, age, income, and education are examples of socio-demographic characteristics that have been found as essential drivers of tourist behaviour (e.g., Wongwattanakit et al., 2017; Alrwajfah et al., 2019; Ramos et al., 2021). Consumers differ regarding their age, gender, nationality, culture, and tradition and will react differently regarding their expectations, perceptions, and assessment of the food and beverage consumption experience (Kleynhans, 2003). It will be interesting to study if Socio-demographic characteristics of the tourist influence the overall alcohol consumption experience.

In the context of beverage tourism, one may consider the visitor's income to be particularly essential. However, age disparities may also influence diverse alcohol consumption behaviour, with gender also being regarded as a significant driver of consumption patterns in beverage tourism.

With increased globalization and cross-cultural exchanges, countries' behaviours, particularly purchasing habits, are converging in various ways (Holmes and Anderson, 2017). Beverage producers and service providers also strive to monitor consumer

trends, concentrating not only on overall consumption levels but also on its composition or mix to detect changes in customer preferences or behaviours. While the previous studies have focused on the production of food and beverages, more research has been proposed to focus on the consumption component and explore visitors' ideas and considerations (Karamustafa and Ulker, 2017). The purpose of this paper is to investigate selection criteria and different consumption patterns of tourist in Goa, based on their socio-demographic features, especially in terms of age, gender, and income, in the area of alcohol consumption.

### II. LITERATURE REVIEW

Alcohol intake is a critical component of a tourist's quest to escape the monotony of everyday life. For some, it is only an accidental companion to the voyage, while for others, it is the primary purpose for travel (Getz et al., 2014; Yeoman et al., 2015). The consumption experience is a very personal thing. It could be different for a local tourist, foreign tourist, between individuals or as a group. Likewise, preferences of drinking are based on personal experience and taste. Consumption experiences can be different in different settings. It would be different for an individual consuming it alone or in a group, in a restaurant or by a beachside shack, during an event or on a beverage tour. Past studies have shown that the context of a meal is essential for the acceptance and

consumption of a meal (Gustafsson et al., 2006). Accordingly, the context has to include the product itself, the consumer and the environment. These three factors need to be considered in an integrated manner because they affect each other. Stone et al. (2018) proposed five main foundations that contribute to memorable culinary travel experiences: the food or drink consumed, the location/setting (drinkscape), the companions, the occasion, and touristic features. While these aspects were commonly stated combined, a single component (for example, an exceptional view or entrée) was enough to make a memorable encounter.

The consumption experience may be influenced by the products price, brand, taste sensations at consumption, presentation form, and composition of the menu. (Hansen et al 2006, Gregoire, 2013, Forneniro et al 2008, Pedraja & Guillen 2004). The product in my study is alcoholic beverages and will be seen as the core element for studying the consumption experience. Drinkscape are drinking environments (Bell, 2009). Alcohol can be consumed at a drink service outlet such as a bar, pub, restaurant, lounge, beach shack, and so on. Aside from retail establishments, alcohol can be drunk at a hotel, at home, in a tasting room, or in the open air, such as in a park, street, wine, or beer festival (Stone et al. 2018, Bruyer et al. 2013, Wilkinson and Samantha, 2018)

Goa, one of the most popular tourist destinations in India, is widely known for its liberal liquor law. Alcohol is taxed less than in other states, particularly Karnataka and Maharashtra. The market for alcoholic drinks is robust in Goa, reflected in the expansion in capacity by liquor manufacturers in the state. As per records available with the Goa Excise department, there are 46 distilleries, 25 wineries, six breweries/microbreweries, and 35 country liquor bottling units in Goa.

Though Goa is not entirely exempted from taxes. The state government has chosen to keep all such taxes low. This serves to make liquor cheaper, and thus prices asked for sales and serving of spirits/beer and other such drinks are pretty low compared to the other states. The state excise department has issued 2725 liquor licences for retail sale and 8107 licenses for retail sale for consumption (bars, taverns, pubs etc.); statistics that tabulate data till September 2019 reveal. With liquor being cheaper in Goa than in other states, the large number of retail outlets comes as no surprise. On the other hand, there has been an increased tourist arrival in the past years from 27.88 lakhs in 2012 to 80.64 lakhs in 2019 as per the data available with the department of tourism. Therefore Goa was chosen as the state to study the influences of socio demographics of the tourist on alcohol consumption.

This paper seeks to examine the tourist

experience of alcohol consumption and investigate the relationships between the tourist profile and how they associate it with the choice of alcohol and the choice of drinkscape. The study aims to determine the factors that influence the choice of alcoholic beverage and drinkscape of tourists in Goa.

### **III.METHODOLOGY**

A web-based self-administered questionnaire was used to obtain the primary data. From December 2020 to March 2021, the study was carried out. The survey was completed in English. The Google form link was given via social media apps to possible respondents via restaurant/bar managers, hotel food and beverage workers, friends and acquaintances working in the beverage service business in Goa among their customers who had visited them. The questionnaire consisted of socio-demographic variables, questions about tourists beverage knowledge and past experience, consumption patterns, items that gauge the components of the choice of alcohol, and choice of drinkscape on a 5 point Likert-type scale. Descriptive analysis was used to measure the influence of Socio-Demographics of a tourist on the Choice of Alcohol and Choice of Drinkscape. The chi-square for independence, also called Pearson's chi-square test, or the chi-square test of association, has been used to discover a relationship between the categorical variables in our scale.

### **IV.DATA ANALYSIS**

#### **Tourist Socio-Demographics**

The demographic characteristics consist of gender, marital status, age group, country/ state in India, monthly household income and occupation. The descriptive analysis of the socio-demographics is included in this section to provide a descriptive profile of the respondents.

A sample of 962 tourists who have visited Goa and consumed alcohol in various drinkscape completed the questionnaire. Of the 962 respondents, 58.6% were male and 41.4 % female.

An examination of the age of the respondents indicated that the largest age group was above 18-30 years (37%), followed by the group of 31-40 years (28%), 41-50 years (24%), 51-60 years (9%) and above 61 years (2%).

In terms of Marital status, most were Married (68.5%) as Goa is considered as a favourite honeymoon destination in India. 30 % of the respondents were unmarried, 4% were divorced, and 1% belonged to the Widow/Widower category.

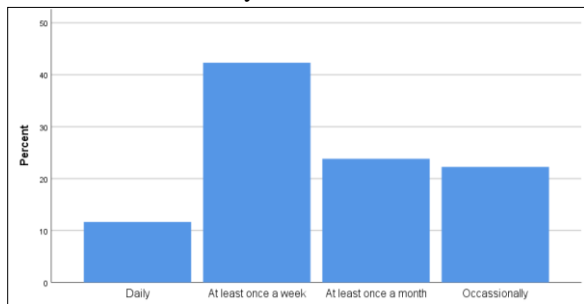
Analysis of the Occupation of the tourists, who responded, reveals that 66.7% of the respondents were in the service sector, 26.6% had their own business, 4.6 % of the respondents were students, whereas 2% were unemployed.

A majority of the respondents were from the income group between Rupees 50001-80000 (36.4%), followed by Rupees 80001 and above (36.4%), those whose income was between Rupees 20001-50000 were 18.4%, and up to Rupees, 20000 were 5.3%.

51% of the respondents were Undergraduates, 34.5% were Postgraduates, 11.6% were Diploma / Certificate holders, 1% had completed high school, and 2% were from other educational backgrounds

**Frequency of Consumption**

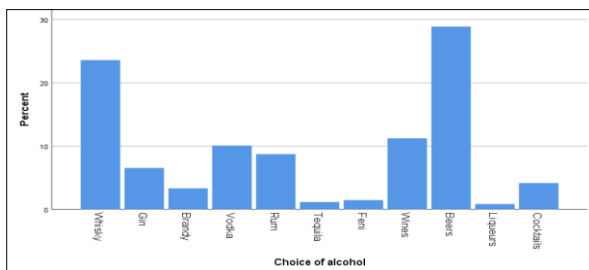
To understand the tourist profile and knowledge of alcoholic beverages, it was essential to know the frequency of consumption. 42% of the respondents consumed alcohol at least once a week, 24% consumed alcohol at least once a month, and 22% consumed alcohol occasionally, whereas 12% consumed alcohol daily.



**Figure 1. Frequency of Consumption**

**Choice of Alcoholic Beverage**

In terms of the choice of alcoholic beverages preferred by the tourists, as seen in Figure 2., it was observed that Beer was the most preferred alcoholic beverage at 29%, followed by Whisky at 23%. 11% of the respondents preferred to drink Wine, 10% chose Vodka, followed by Rum at 9%. Among the lesser preferred alcohols were Gin at 7%, Cocktails at 4%, Brandy at 3%, Feni, which is the local alcoholic beverage of Goa at 2%, followed by Tequila and Liqueurs at 1% each.

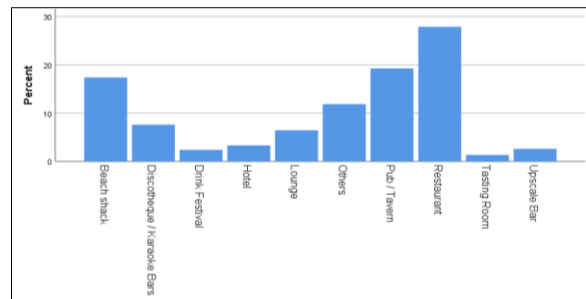


**Figure 2. Choice of Alcohol**

**Choice of Drinkscapes**

The most popular drinkscapes preferred by the Tourists for consuming alcohol was Restaurants (28%), followed by Pubs or Taverns (19%) and Beach shacks (17%). The other popular drinkscapes in order

of popularity were Discotheques and Karaoke Bars (8%), Lounges (6%), Hotels and Upscale Bars (3% each), Drink Festivals (2%) and Tasting rooms (1%). Interestingly, 12% of the guests opted for others. These drinkscapes included friends & relatives place, public areas such as beaches, shacks, wedding or party venues, farmhouse, holiday homes etc.



**Figure 3. Choice of Drinkscapes**  
**Choice of alcohol in different Social Settings**

In terms of the choice of alcohol consumed alone, the most preferred was Spirits that include Whisky, Brandy, Gin, Vodka, Rum, Tequila and Feni (50%), followed by Beer (32%), Wines (13%), Liqueurs and Cocktails (2% each). Similarly, Whisky was the most preferred alcohol while consuming with Family & Friends and while consuming with Colleagues too.

**Associations - cross-tabulations and chi-square tests**

Cross-tabulation is the basic technique used for examining the relationship between two categorical (nominal and ordinal) variables. The purpose of a cross-tabulation is to show the relationship (or lack of) between two variables. The chi-square for independence also called Pearson's chi-square test, or the chi-square test of association, has been used in this section to discover if there is a relationship between categorical variables in our scale.

**Hypothesis 1**

H0: There is no association between Gender and the Choice of Alcohol

H1: There is an association between Gender and the Choice of Alcohol

**Table 1. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	281.656	10	0
Likelihood Ratio	324.696	10	0
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 281.656 and p-

value (Asymptotic Significance) 0.000

Since  $0.00 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between Gender and the Choice of Alcohol.

Results revealed that Whisky was the most preferred alcohol among male (37.9%), followed by Beer (29.1%), whereas the females preferred Beer (28.6%), followed by Wine (20.4%).

**Hypothesis 2**

H0: There is no association between gender and the Choice of Drinkscapes

H1: There is an association between Gender and the Choice of Drinkscapes

**Table 2. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	46.934	9	.000
Likelihood Ratio	48.684	9	.000
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 46.934 and p-value (Asymptotic Significance) 0.000

Since  $0.00 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between Gender and the Choice of Drinkscapes.

The cross-tabulation results indicated that Men prefer drinking in Restaurants (26%) followed by Pubs/Taverns (22%). On the other hand, Females too prefer drinking in Restaurants (31%), followed by Beach Shacks (17%).

**Hypothesis 3**

H0: There is no association between gender and the frequency of consumption

H1: There is an association between gender and the frequency of consumption

**Table 3. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.10	3	0
Likelihood Ratio	31.99	3	0
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 29.105 and p-value (Asymptotic Significance) 0.000

Since  $0.00 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between

gender and the frequency of consumption.

The cross-tabulation indicated that while both males and female followed a similar frequency of drinking weekly, monthly or occasionally, 16.3 % Males consumed alcohol daily. In contrast, only 5% of Females consumed alcohol on a daily basis.

**Hypothesis 4**

H0: There is no association between the Age Group and the Choice of Alcohol

H1: There is an association between Age Group and the Choice of Alcohol

**Table 4. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	243.002	40	0
Likelihood Ratio	247.777	40	0
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 243.002 and p-value (Asymptotic Significance) 0.000 since  $0.00 < 0.05$ . We reject the Null hypothesis and conclude a strong association between the Age Group and the Choice of Alcohol.

Results showed that among the age group 18-30 years, Beer is the most preferred alcohol (39%), followed by Vodka (15%), among the age group 31-40 years, Beer is the most preferred alcohol (27%), followed by Whisky (20%), However, as the age group increased it is observed that Whisky is the most preferred alcohol followed by Beer.

**Hypothesis 5**

H0: There is no association between the Age Group and the Choice of Drinkscapes

H1: There is an association between Age Group and the Choice of Drinkscapes

**Table 5. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	137.031	36	.000
Likelihood Ratio	136.131	36	.000
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 137.031 and p-value (Asymptotic Significance) 0.000

Since  $0.00 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between

the Age Group and the Choice of Drinkscapes.

The cross-tabulation revealed that the preferred choice of venue was Restaurants for alcohol consumption followed by Pubs/Taverns across all age groups. However, the respondents from the age group 61 years and above preferred to consume alcohol at Restaurants followed by a beach shack.

#### **Hypothesis 6**

H0: There is no association between age and the frequency of consumption

H1: There is an association between age and the frequency of consumption

**Table 6. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.91	12	0.001
Likelihood Ratio	32.507	12	0.001
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 33.910 and p-value (Asymptotic Significance) 0.001

Since  $0.01 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between age and the frequency of consumption.

Results indicated that there is no significant difference in the frequency of consumption of alcohol across the different age groups. Most of the respondents consumed alcohol at least once a week, followed by at least once a month. Only in the age group 51-60, the second most common frequency of consuming alcohol was daily.

#### **Hypothesis 7**

H0: There is no association between the choice of alcohol and the choice of venue

H1: There is an association between the choice of alcohol and the choice of venue

**Table 7. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	340.337	90	0
Likelihood Ratio	273.003	90	0
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 340.337 and p-value (Asymptotic Significance) 0.000

Since  $0.00 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between the choice of alcohol and the choice of venue.

Cross-tabulation results showed that while the respondents who preferred to have Whisky, Gin, Brandy, Rum and Wines chose Restaurants as their favourite drinkscapes, those who prefer to have Vodka and Tequila chose Discotheques / Karaoke Bars as their favourite drinkscapes, Feni drinkers preferred to drink in a Pub / Tavern, those who liked to drink Beers and Cocktails picked a Beach Shack. In contrast, those who consumed liqueurs chose to visit a Lounge.

#### **Hypothesis 8**

H0: There is no association between the Choice of Drinkscapes and the Income

H1: There is an association between the Choice of Drinkscapes and the Income

**Table 8. Chi-Square Test Value**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.769	27	.000
Likelihood Ratio	100.671	27	.000
N of Valid Cases	962		

Since  $n > 50$ ; we interpret the Pearson Chi-Square test value

Pearson Chi-Square test value = 101.769 and p-value (Asymptotic Significance) 0.000

Since  $0.00 < 0.05$ , we reject the Null hypothesis and conclude that there is a strong association between the Choice of Drinkscapes and Income.

The respondents from the income group up to Rs 20000 preferred to consume alcohol in a hotel room. Those from the income group Rs 20001-50000 preferred to consume alcohol in hotel room Discotheques / Karaoke Bars. Those from the income group of Rs 50001-80000 chose to drink in a restaurant, whereas those earning Rs 80001 and above preferred a Lounge for alcohol consumption.

## **V. DISCUSSIONS**

Results showed a strong association between gender, age and income with the choice of alcohol and the choice of drinkscapes. In terms of the choice of alcoholic beverages preferred by the tourists, it was observed that Beer was the most preferred alcoholic beverage, followed by Whisky. The other popular beverages included Wine, Vodka and Rum. Whisky was the most preferred alcohol among males, followed by Beer, whereas the females preferred Beer, followed by Wine. Among the age group 18-30 years, Beer was found to be the most preferred alcohol, followed by Vodka; among the age group 31-40 years, Beer was

the choicest alcohol, followed by Whisky. However, as the age group increased, it is observed that Whisky is the most preferred alcohol, followed by Beer.

Results indicated that the most popular drinkscape preferred by the Tourists for consuming alcohol was Restaurants, followed by Pubs or Taverns and Beach shacks. The other popular drinkscape in order of popularity were Discotheques and Karaoke Bars, Lounges, Hotels, Upscale Bars, Drink Festivals and Tasting rooms. Men prefer drinking in Restaurants followed by Pubs/Taverns. On the other hand, Females too prefer drinking in Restaurants followed by Beach Shacks. On checking the association between the choice of alcohol and the choice of venue, it was observed that while the respondents who preferred to have Whisky, Gin, Brandy, Rum and Wines chose Restaurants as their favourite drinkscape, those who prefer to have Vodka and Tequila chose Discotheques / Karaoke Bars as their favourite drinkscape, Feni drinkers preferred to drink in a Pub / Tavern, those who liked to drink Beers and Cocktails picked a Beach Shack. In contrast, those who consumed liqueurs chose to visit a Lounge.

To develop an attractive drinkscape, managers

must learn more about their guest's needs. The results of this study may help managers find a blueprint of how a drinking experience should be designed to suit customers' tastes.

## VI. CONCLUSIONS

Despite questions regarding its validity, self-reports remain the most often used technique of quantifying alcohol use (Davis et al., 2010). As a result, social desirability bias represents a significant danger to the validity of self-reported alcohol intake metrics and experiences in this study. We were unable to get a representative sample of international visitors because of Covid travel limitations, resulting in the risk of generalization. Although steps have been done to interview travelers of various backgrounds in various drinkscape, it must be acknowledged that the sample is not typical of India's general tourism population. More comprehensive research in other regions and nations are necessary to demonstrate better the linkages and influence of alcohol drinking experience in varied circumstances on revisit intentions.

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