

## A Study Of Consumer Preference Towards Cocktail & Mocktail Consumption in Ahmedabad for Generation Z

Harsh<sup>1\*</sup>, Pinkal<sup>2</sup>, Dr. Jignesh Vidani<sup>3</sup>  
L.J. Institute of Management Studies, LJ University

**Corresponding Author:** Harsh Mehta, hrmehta1998@gmail.com

---

### ARTICLE INFO

*Keywords:* Consumer behavior, beverage preferences, health consciousness, customization.

*Received :* 3, June  
*Revised :* 15, July  
*Accepted:* 29, August

©2024 The Author(s): This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study examined the relationship between age group and various factors influencing beverage preferences, focusing on attributes such as social media influence, health consciousness, taste, and customization. Using descriptive methods, ten hypotheses were tested to determine whether age significantly influences preferences for beverage type, ingredients, and consumption behavior. The results showed no statistically significant relationship at the 0.05 level between age and the factors studied, although strong correlations were observed for preferences such as natural ingredients, customization, and situational relevance, indicating universal appeal across demographics. Future research could explore other demographic factors, lifestyle influences, and cross-cultural comparisons to deepen insights into beverage preferences

## INTRODUCTION

In recent years, there has been a greater turbulence in the beverage field, especially with the increasing attractiveness of non-alcoholic and cocktails (Vidani, 2015; Vidani & Solanki, 2015). This development reflects broader cultural trends and consumer preferences, especially in the younger generation (Vidani, 2015). The dominant group in this revolution is Generation Z, defined as people born roughly between 1997 and 2012 (Vidani, 2015). The Z generation is known for its unique views of sustainability, social responsibility and health (Vidani, 2015). It introduces new insights on beverage business and affects how cafes, restaurants and bars create menu (Solanki & Vidani, 2016).

This change is the most obvious in the bustling cities and other areas of Kogarat, India. Ahmedabad has undergone massive urbanization and cultural change over the past decade, combining its rich history with contemporary international influences (Vidani, 2016). As urban dining and consumption grows, so does the market for drinks and cocktails (Vidani, 2016). The entertainment environment changes. With social media, people are increasingly understanding global trends (Bhatt, Patel, & Vidani, 2017).

Cocktails and milkshakes are more than just drinks. They have become representative of lifestyle and identity, especially among Generation Z (Niyati & Vidani, 2016). To meet this growing demand, companies are using creative presentation, creative menus and unique flavor combinations (Niyati & Vidani, 2016). This presentation will cover the basics of Ahmedabad's growing beverage industry, the importance of cocktails and smoothies, and the influence of Gen Z on these trends (Pradhan, Tshogay, & Vidani, 2016).

### RESEARCH OBJECTIVES

The main objective of this study is to investigate the consumption preferences of shakes and shakes among generation Z consumers in Ahmedabad. The purpose of this study is to: Identify popular taste profiles: Understanding the tastes of this demographic can provide insight into their preferences when choosing cocktails and cocktails. Analyse social influences: Examine how social media, peer recommendations and cultural trends influence their consumption patterns. Health Survey: Evaluate health awareness that affects the degree of choice of smoothie on smoothies. Evaluate Price Sensitivity: Analysis of how the price affects its choice, especially the market that plays the most important role in the burden.

## LITERATURE REVIEW

The alternating landscape of beverage fusion has a newly received a lot of observations, mainly from younger groups. As cocktail is more favorable to the customer specially in gen Z, this thinks are noticeable here, the research idea of alcohol is affected to the regulation, including the capability on hearing the flow in my analysis the literature, I will concentrate on two primary topics :- how alcohol affect the auditory regarding & how generation Z is increased of the use of mocktail impact on the beverage business (Modi, Harkani, Radadiya, & Vidani, 2016) (Vidani, 2016).

### 1. Generation Z and the Rise of Mocktail Consumption

While Harvey & Beaman study noticed the reaction of alcohol on cognitive function, from the current research suggest that the non-alcoholic cocktail is on the proceed mainly included in this generations (Singh, Vidani, & Nagoria,

2016). This type of people are born from 1997 to 2012, and it was converted to the beverage company, prioritizing to consider health & alcohol. Out of the alternatives are in the social environment.

### **1.1 Mocktails Are Gen Z's Favourite Drink**

18% of millennials are less than 10% of people over 45 those how have created or purchased a mocktail in the last 30 days, while 33% of generation Z (18-24) have done some factors like general desire for a good life, the impact on social media and the flourishing "fashion-curiosity", the change can be assigned by the growing trend (Modi, Harkani, Radadiya, & Vidani, 2016). The crazy curious means that type of people who doesn't want to stop drinking, may be not because they are dependent on it, but because of their personal health preference. The consequence number of people, mainly young people, vote in this group. Cocktail be an alcohol-free alternative that permit you to enjoy the social good of drinking alcohol without changing the negative health effect of alcohol (Sukhanandi, Tank, & Vidani, 2018).

### **1.2 Consumption Patterns and Influence**

The trend of cocktail ore gone in the hands with changing habits of moderate drinkers & sober curious explores. Here, the civic science, is 56% of "highly awake & curious" in the past month Americans had purchased it. Another 21% are intrested in trying it, considering that large part of people (adult) who are preferring non-alcoholic option only. Generation Z are leading to shift in the young people. For example:- 42% of millennials survey tell us that they are intrested in ordering all alcoholic cocktail in the restaurant, as compared to 26% of people. These create the dynamic environment for those who want to enjoy the social nights without drinking and ordering soft drinks in the bars, restaurants and other creation, these soft drinks are began from typical menu item & mocktail are also mare popular drinks are satisfy by the sober market (Singh, Vidani, & Nagoria, 2016) (Mala, Vidani, & Solanki, 2016).

### **1.3 Ready-to-Drink (RTD) Mocktail Market Growth**

In the upcoming year, there will be increase In the mocktail industry in the finished drinking (RTD) has be planned all our the world. The market of the year 2023 was rating of \$8.26 billion from 2024 to 2030 it was planned to evolve the annual growth rate of (5.7%) there are so many factors which are increasing on health & healthcare changing in the social trends and blocking products. In generation Z the consumers habits, discount and younger generation, are fueling its expansion towards the mocktail (Vidani, Chack, & Rathod, 2017).

For consumer, cocktail without wine is way suitable and they actively find it healthy alternative of the alcoholic beverages. These types of drinks are less sugar, calories & artificial ingredients are a delicious without any drawback of the alcohol. Here, social trends are driving more to the customer for the alcohol free products, such as reconsidering the place of alcoholic in the social connection (Biharani & Vidani, 2018).

### **1.4 The Impact of Social Media on the Adoption of Mocktails**

Internet site in social media, such as Instagram, YouTube have a consequence impact on the non-alcoholic use of generation Z, rich people & celebrities are supporting the non-alcoholic life style. Mainly among the young people who

are more worried about their health & public image, these social media events helps in normalize abstinences (Biharani & Vidani, 2018).

Mainly, the shakes are popular for their visual appeal in there own personal health decisions. The drinks are vastly 'insta gameable' and thanks to their original looks and eye catching huge, that the customer are inspiring the post about their experiences online & boosting demand for something unique, visually appealing drinks(Vasveliia & Vidani, 2019).

## **2. Comparison of Generation Z's Preferences for Alcohol and Mocktails**

While generation Z is choosing cocktail because it is health conscious and sober curiosity, research also shows that this generations in totally refuse from alcohol. As per alcohol recovery handbook, about 50% of students preferring alcohol and 80% of them are massive drinkers. This shows that the generation Z is seeing the alcohol in two different ways :- from that they are choosing sober or moderations, while other experience especially at a social gathering like parties(Sachaniya, Vora, & Vidani, 2019).

Bar keeper & industry executive are already seeing the change in generation Z alcohol drinking patterns, this is including the tendency of drink light or low alcohol beverages, such as sprinkled sodas because they are lighter due to their low calorie content. The regular beer are healthier, next they are proving & understanding that what they are eating, from that some customers have choose a mixed drink with as content of alcohol including mixed wine with water (Vidani, 2019).

The appearance of alcohol free is based on mocktail which is wide social advice. It display that there is a change in the social interaction. Because it was no longer be in good time or a fulfilling night. The centre of the non-alcoholic, is trivial nights, point & friendly concerts, which is another sign of this transition. From the view point of business, the increasing interest in alcohol is less and can provide with the appropriate beverage producers & hotel institution are using this trend (Vidani, Jacob, & Patel, 2019).

## **3. Price Analysis for Cocktail and Mocktail per visit in Bar & Café**

### **3.1 Consumption per inhabitant**

Cocktails: The price of an average cocktail in Ahmedabad ranges from Rs 300 to Rs 800 depending on the recipe and complexity of the drink. Mocktails: The average price of a Mocktail ranges from Rs.150 to Rs.400 (Vidani & Dholakia, 2020).

### **3.2 Frequency of consumption**

Young people (18-35 years): on average, these residents go to bars or restaurants 23 times a week to drink cocktails and soft drinks. 3. Calculation of monthly consumption Cocktail price: - Assuming an average price of INR 500 per visit and 2 visits per week: Monthly cocktail fee = INR 500 × 2 visits × 4 weeks = INR 4000.

Mocktail consumption: - Assuming an average cost of INR 250 per visit and 2 visits per week

Monthly mocktail charge = Rs 250 × 2 visits × 4 weeks = Rs 2000. 4. Total monthly expenses Together:

Total monthly expenditure on milkshakes and shakes = Rs 4000 (milk shake) + Rs 2000 (milk shake) = Rs 6000. 5. Factors affecting spending

Type of establishment: High-end venues typically charge more, which affects overall spending. Special Promotions: Happy hours and special events can increase your spend at lower prices (Vidani, Meghrajani, & Siddarth, 2023).

Peer influence: Going out in groups can increase consumption, especially if you order a few drinks

#### **4. Statistical Survey**

Fastening preference: - Among the information, 65% priority are no alcoholic cocktails. Social media, about 70% participants says that the major impact on their chosen drinks. Health conscious 60% participants says that they want to prefer smooth for health, and it should be of natural ingredients only (Vidani J. N., 2018). Price sensitivity 55% respondents say that their decision is based in the price and its important factors. From the consumer experiences topics in the focus group interviews are related. The unique drinks are more participants because the alien adoption & social commitments, the idea of DIY drinks and mocktail was also very popular (Vidani & Dholakia, 2020).

#### **RESEARCH GAP**

Existing studies on alcohol use, especially around the cocktail and cocktail consumer, provide a valuable insight into consumer behavior, but there is still a significant difference in understanding the special wishes of the Ahmed Bad Z generation. Although studies look at global trends related to cocktails and cocktail consumption, including culture, health and social effect, in a particular regional environment (such as Ahmamad Bath), less focus is unique to generations taste and taste. Born between 1997 and 2012, this group grew up in a rapidly changing cultural and technological environment that greatly affected their drinking choices. However, there is a lack of localized studies to investigate how these factors play out in drinking in Ahmedabad, a city that combines traditional Indian values with modern, cosmopolitan influences. First and foremost, although existing research emphasizes the increase in health -related trends and the increase in global soft drinks, the understanding of these trends in Ahmedabad is limited. As we all know, groups of this age pay more attention to health and prefer plant-based, low calorie or alcohol alternatives. Understand how local cultural preferences, social neighborhoods and ingredients in the Ahmedabad Impact Generation Z prefer mocktails compared to cocktails is an important research gap that guarantees attention.

In addition, social media plays an important role in shaping beverage choices, especially among younger consumers. While global studies have examined the impact of social media and online trends on beverage choices, there is limited research on how these platforms specifically influence the decision-making process of Generation Z in Ahmedabad. The influence of social media, especially platforms such as Instagram, Facebook and TikTok, can shape preferences for cocktails and mocktails by highlighting trends, recipes or lifestyle descriptions. the concept of cocktails and mocktails is growing in popularity, little research has focused on how this choice plays out specifically in the cultural context of Ahmedabad\'s growing café and bar scene. As a generation in the field, you can use DIY drinks, a homemade cocktail menu with homemade wine, or digital customization for applications that will not be enough.

As there is a good research on beverage preference in western cultural there is a huge gap in research that influence the regional factor for eg:- local cuisine, socioeconomic status & traditional drinking habits for generation Z choice.

Ahmedabad. The city's rich culinary heritage, combined with rising urbanization and Western lifestyle, provides a unique context to explore how traditional Indian drinking preferences intersect with modern global trends in alcoholic and non-alcoholic beverages. Solving these research holes will provide a more subtle understanding of the preferences of Ahmedabad cocktails and non-alcoholic cocktails. By paying attention to the influence of the local culture, the influence of social media, the trend of health and the needs of customized, future research can provide targeted insights for beverage brands, marketers and hotel business to meet the continuous development needs of this dynamic population. Essence As Gen Z becomes an increasingly important consumer group in India, understanding their specific beverage preferences will be key to successful marketing and product development strategies going forward.

**HYPOTHESIS**

H<sub>1</sub>: There is an association between age groups and the frequency with which social media platforms influence beverage choice.

H<sub>2</sub>: There is an association between age groups and the frequency of consuming beverages like cocktails or mocktails.

H<sub>3</sub>: There is an association between age groups and the preferred type of beverage (e.g., mocktails vs. cocktails).

H<sub>4</sub>: There is an association between age groups and preference for citrus-flavored beverages.

H<sub>5</sub> : There is an association between age groups and the factors that most influence their choice of cocktails or mocktails.

H<sub>6</sub> : There is an association between age groups and preference for beverages made from natural ingredients.

H<sub>7</sub> : There is an association between age groups and preference for choosing mocktails over cocktails due to lower calorie or alcohol content.

H<sub>8</sub> : There is an association between age groups and the influence of branding or packaging on beverage choice.

H<sub>9</sub> : There is an association between age groups and preference for beverages that offer a unique, customizable experience.

H<sub>10</sub> : There is an association between age groups and the preferred setting for consuming beverages (social settings vs. at home).

**Table 1: Validation of Questionnaire**

Statements	Citation
Give your opinion about the following statement. [How often do social media platforms (Instagram, Facebook, Snapchat, etc.) influence your choice of beverages?]	(Vidani & Das, 2021)
Give your opinion about the following statement. [How often do you consume beverages like cocktails or mocktails?]	(Vidani J. N., 2022)
Which type of beverage do you prefer more	(Sharma & Vidani, 2023)
What flavor profiles do you prefer in your cocktails or	(Mahajan & Vidani, 2023)

mocktails? [Citrus (e.g., lemon, lime)]	
What flavor profiles do you prefer in your cocktails or mocktails? [Herbal (e.g., basil, rosemary)]	(Saxena & Vidani, 2023)

*\*Source: Author's compilation*

## METHODOLOGY

**Table 2: Research Methodology**

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	171
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*\*Source: Author's compilation*

## DEMOGRAPHIC SUMMARY

The demographic information shows that the most of responds are between age of 18 - 25, from that 52.6% are consider in this following sample. The age group of 25-30 are 29.8% and age group of 30-35 are only 17.5%. In terms of gender, 62% of the respondents were male and 38% female. In terms of occupation, the largest group are students, who make up 40.4% of respondents, followed by those in business (25.1%) and employed (23.4%). Pensioners make up a small part of 2.3%, while another 8.8% do not specify an occupation. This summary is aimed at a young, predominantly male audience, with many students and professionals.

**Table 3: Results of Hypothesis Testing**

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
1	<b>H<sub>1</sub></b> : There is an association between age groups and the frequency with which social media platforms influence beverage choice.	0.444	>	H01 Accepted (Null Hypothesis Accepted)	0.107	Weak
2	<b>H<sub>2</sub></b> : There is an association between age groups and the frequency of consuming beverages like cocktails or mocktails.	0.930	>	H02 Accepted (Null Hypothesis Accepted)	0.663	Strong
3	<b>H<sub>3</sub></b> : There is an association between age groups and the preferred type of beverage (e.g., mocktails vs. cocktails).	0.527	>	H03 Accepted (Null Hypothesis Accepted)	0.278	Weak
4	<b>H<sub>4</sub></b> : There is an association between age groups and preference for citrus-flavored beverages.	0.171	>	H04 Accepted (Null Hypothesis Accepted)	0.255	Weak
5	<b>H<sub>5</sub></b> : There is an association between age groups and the factors that most influence their choice of cocktails or mocktails.	0.997	>	H05 Accepted (Null Hypothesis Accepted)	0.623	Strong
6	<b>H<sub>6</sub></b> : There is an association between age groups and preference for beverages made from natural ingredients.	0.616	>	H06 Accepted (Null Hypothesis Accepted)	0.576	Strong
7	<b>H<sub>7</sub></b> : There is an association between age groups and preference for choosing mocktails over cocktails due to lower calorie or alcohol content.	0.546	>	H07 Accepted (Null Hypothesis Accepted)	0.274	Weak
8	<b>H<sub>8</sub></b> : There is an association between age groups and the influence	0.131	>	H08 Accepted (Null Hypothesis Accepted)	0.047	Weak

	of branding or packaging on beverage choice.					
9	H <sub>9</sub> : There is an association between age groups and preference for beverages that offer a unique, customizable experience.	0.713	>	H09 Accepted (Null Hypothesis Accepted)	0.803	Strong
10	H <sub>10</sub> : There is an association between age groups and the preferred setting for consuming beverages (social settings vs. at home).	0.129	>	H10 Accepted (Null Hypothesis Accepted)	0.080	Weak

*\*Source: Author's compilation*

## DISCUSSION

This research shows that how different factors attracts the beverages choice which relate different age group. The null hypotheses shows that there is no statically significant link at 0.05 level so it can be accepted for each hypotheses. This effect shows that drinking vales is R which shows the relationship of strengths.

### 1. Social media's impact

There was a weak correlation (R = 0.107) but no significant correlation (p = 0.444) between age group and the influence of social media on beverage choice. This means that although social media influences consumer behavior, it has only a small effect on beverage choice across all age groups.

### 2. Frequency of beverage consumption

There was no similarity found between age group and frequencies of drinking cocktail (P=0.930) and there was powerful co-relation (R=0.663) which significant the trend. It shows that frequency of age can be vary, which is not significant to show that different patterns and age.

### 3. Choose the type of drink

The relation between cocktail & mocktail choice is weak (R=0.278) and not relevant to p-value (P=0.527) ,showing small and nominal difference of age group it shows that age did not continuous affect the choice of drink also there may be some of the prejudgment.

### 4. Citrus flavor preference

Citrus taste choice gives very week preference (p=0.171) and weak relation (R=0.255). this research shows that citrus flavored drink have no relation with age group in universal appeal

### 6. Favorite natural ingredients

However the relation (R=0.576)gives a clear trend, there is no proper relation between age group and choice of natural ingredients (p=0.616). This may reflect some changes in health consciousness that appeal to consumers across age groups.

### 7. Low calorie/alcohol selection

Chicken and cocktail choices without alcohol and alcohol are not important ( $P = 0.546$ ) and the correlation is weak ( $R = 0.274$ ). These discoveries show that age is not an important factor in alcohol consumption based on calories or alcohol considerations.

#### **8. Brand and packaging effects**

The effects of brand and packaging were not significantly related to age ( $p = 0.131$ ) and the correlation was very weak ( $R = 0.047$ ), suggesting that these factors are not related to drink driving.

#### **9. A unique and customizable experience**

The appeal of unique and customized drinks was not related to age ( $p = 0.713$ ) but was highly correlated ( $R = 0.803$ ), indicating general appeal. This highlights the opportunity for brands to emphasize customization.

## **10. Consumption settings**

No significant correlation was found between age group and preferred environment ( $p = 0.129$ ) and the correlation was weak ( $R = 0.080$ ). This shows no significant differences in preferences for the social or family environment across age groups.

Although age did not significantly determine or influence beverage choice, strong associations with factors such as unique experiences and natural ingredients suggested general appeal. This opinion can help the brand pay attention to the resonance properties of the New Age rather than customized based on statistical data of the era. Further research can explain the understanding of age-based drinks.

### **THEORETICAL IMPLICATIONS**

The causes of study which give valuable theoretical implications to understand consumer behaviour for beverage preferences. Mostly regarding the impact of demographic factors such as age. Even though age is not shown as statically significant association with different aspects of beverage preferences. The study notice the relationship of behavioural trends which can provide theoretical base for consumer in research for marketing, consumer psychology & health behaviour.

#### **1. Social Media Influence and Age Independence**

The poor relationship between social media influence & beverage choice across age group which recommended the digital engagement cannot be a dominant factor for influencing beverage preference. The common theory emphasizes that the general impact of social influence of consumer behaviour for cross population statics may be a big challenge. Here, the internal factor which influences the choice for taste preference & health awareness is compare to external influence of digital marketing.

#### **2. Health Consciousness and Cross-Age Appeal of Natural Ingredients**

The healthy relation between choice of natural ingredients and consumption frequency, despite non-significant age-based associations, points to a growing, cross-generational trend regarding health-conscious consumption. This discovered corresponds with theoretical perspectives of the universal appeal of health-driven behaviours, here the finding suggest the understanding of natural ingredients and wellness increases, health-conscious choices increase the age-specific groups.

#### **3. Universal Appeal of Customizable Experiences**

This allows the theory of consumer psychology that enlarge the human desire for sovereignty and individuality in consumption, this advice the customization and identical to the ages. This help to discover the expand theoretical awareness of positing customization on the basis of the specific age duration of consumer satisfaction and fitting the various consumer demographics.

#### **4. Taste and Occasion as Primary Motivators Beyond Age Differences**

Even though causes like taste and occasion were not specific age in their influence, their component relationships of beverage choice indicate that the elements are major incentive across age groups. Which help the existing theories that posit taste and situational factors as critical determinants in food and beverage selection. The discover the suggestion of the age which may play a secondary role, with taste and occasion-related preferences holding more substantial influence universally, despite of demographic differences.

## **5. Preference for Low-Calorie or Low-Alcohol Options**

A weak correlation between age and the choice of mocktails, not cocktails for lower calorie or alcohol content means that this motivation is not particularly older. It challenges theories that combine calories or alcohol, which mainly refers to health or parental demography, which instead suggests that a wider spectrum of consumers may consider these attributes when choosing drinks.

## **6. Minimal Role of Branding and Packaging in Age-Based Differentiation**

This recommend that packaging demand can be general or secondary feature, such as taste or health benefits. the theoretical significance of this study gives that age is not the determined factor in choice beverages, for example:- natural ingredients, customs and health motivations. The results show that a broader system, general preferences (such as health awareness and taste, more than age differences). These insights provide a new point of view, explaining how the population factors such as age interact with universal consumer motivations, and encourage researchers to consider the cross -generation attraction of certain product characteristics in consumer behaviour theory.

## **PRACTICAL IMPLICATIONS**

This study is important for practical insights in businesses, marketers and beverage industry. As age giving is limited significance in determining preferences and influences on beverage choices, brands can be concentrate on universally appealing aspect rather than specific age strategies. There are some key practical implications:

### **1. Focus on Health and Natural Ingredients**

The solid relationship between choice of natural ingredients and consumption behaviour suggests that the broad demand of health-conscious choices across all age groups. Beverage company should give healthy natural, organic, or low-sugar ingredients to fascinate a wide range of customer.

### **2. personalized beverage and Extraordinary Experiences**

The tough bond is between age groups and preference for extraordinary, personalized beverage skills which indicates an opportunity for company to distinguish them by giving unique options. Giving customer to customize Flavors, levels of sweetness, or mix-ins can attract customer to drink the cocktail & mocktail. This perspective will not only enhances consumer satisfaction but also give a unforgettable brand experience will a build brand loyalty across diverse age groups.

### **3. Personalized Taste and celebration-Based Marketing**

Many factors like taste and celebration are found to be strong influence of age groups, focus of brands should be on these factors in the message. For example, encouraging beverages as ideal for specific celebration –while relaxing at home, social gatherings, or celebratory events–could appeal significantly. Spotlighting flavour profiles that coordinate with different seasonal or event-based themes can influence consumer interest without giving any type of the message specifically to age demographics.

### **4. Leverage Social Media with Broader, Health-Oriented Content**

According to beverage choice in the influence of social media for certain age group is very less. Every brand should not make only target the age group in social media. They should also focus on worldwide theme like health, wellness, sustainability, and taste may be most important factor using social media to aware customers for product

benefits or share user generated content that give extraordinary product enjoyment among the age group could be more impressive.

### **5. multi-Generational Marketing proposal**

The limited influence of age on beverage choice allows companies to adopt a cross-generational marketing strategy, focusing on universal appeals rather than segmented campaigns. Messaging that emphasizes lifestyle benefits, like relaxation, social connection, or health, could resonate with a diverse audience.

## **CONCLUSION**

The research examined the comparison of age group and certain factors for choosing the beverage but there was no statically proper comparison between the hypotheses which was tested. Also we found healthy relation between many factors giving important insight in consumer behaviour this research says that age is not the important factor in beverage choice. But that wide theme such as health awareness, customization and context appropriateness are much important

Major finding gives that the choice of natural ingredients unique customizable experiences and health oriented options as less-calorie or low-alcohol options to people of all ages. In some factors such as taste and cases have also become the main inspiration which shows that the brand have personalized the things to their developing the product and marketing strategies. The inspiration of certain age group on social media brands & packing choice are limited which further highlight the universal nature of the consumer.

These understanding have theoretical and practical importance theoretically all the factors of the statical population such as the most important for the particular consumer wishes , but pointed to the model that gives out the quality of internal products and the inspiration of universal customers. In this research the motivation of beverage brands give attention to the many generational appeal by highlighting health benefits, taste and personalization in the products and marketing by taking more specific and goal oriented approach. Brand can build heathy connection with diverse audience

Generally, the research gives a understanding of beverage choice suggesting and recognize general motivation may be most important than to be age specific strategies further research have future explore other demographics or psychological factors influence beverage choice at last providing additional value to the consumer behaviour in different market segment

## RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

### 1. Examine Other Demographic Factors

While this study focused on age, future research could examine the impact of other demographic factors, such as gender, income level, education, and cultural background, on beverage preferences. Understanding how these variables interact with beverage choice could provide more comprehensive insights into consumer behavior and allow for more targeted marketing strategies.

### 2. Incorporate Psychographic and Lifestyle Variables

Exploring psychographic variables such as lifestyle, values, personality traits, and health consciousness could yield deeper insights into consumer motivations beyond demographics. For instance, studying how lifestyle factors like fitness orientation or dietary preferences influence beverage choices could help brands cater to more specific consumer needs.

### 3. Expand the Range of Beverage Types and Influencing Factors

Future studies could expand the range of beverages studied, including non-alcoholic options, functional drinks, and alternative beverages (e.g., kombucha or plant-based drinks). Additionally, analyzing other influencing factors, such as price sensitivity, peer influence, and environmental considerations, could provide a more complete picture of beverage preferences.

### 4. Examine Digital and Social Media Influence in More Detail

Given the minimal role social media influence played in this study, future research could examine the types of social media content or platforms that have a greater impact on beverage choices. Studies could also explore how digital trends, such as influencer marketing or user-generated content, affect specific demographic groups' preferences.

### 5. Investigate the Role of Health Claims and Ingredient Transparency

As consumers become increasingly health-conscious, future studies could investigate the impact of health claims and transparency around ingredients on beverage choices. Understanding how different age or lifestyle groups respond to claims like "low sugar," "organic," or "natural" could guide product labeling and branding strategies.

### 6. Examine Post-Purchase Satisfaction and Brand Loyalty

Future research could look at the relationship between beverage preferences and post-purchase factors such as satisfaction, repeat purchase behavior, and brand loyalty. Understanding what drives long-term consumer engagement with a brand could help companies develop more effective retention strategies.

## REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.

- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. *National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND*

- ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December ). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer' s e - Journal*, 1(1), 1-14.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December ). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures (Vol. 1)*. Online: Educreation Publishing .
- Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT* (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era (Vol. 1)*. Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's

- Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. Rabindra Bharati Journal of Philosophy, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. Economic Challenger: An International Journal, 21(84), 35-42.