

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Tropical AgriSciences



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AgriSciences**

**Preferences and motives of young generation
towards consumption of gin&tonic supplemented
with different kind of herbs**

MASTER'S THESIS

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Declaration

I hereby declare that I have done this thesis entitled “Preferences and motives of young generation towards consumption of gin&tonic supplemented with different kind of herbs” independently, all texts in this thesis are original, and all the sources have been quoted and acknowledged by means of complete references and according to Citation rules of the FTA.

In Prague 27.4.2018

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Bc. Tomáš Hanus, DiS.

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Abstract

This thesis was in general focused on aspects of gin & tonic drink consumption, with its most traditional way of drinking mixed with tonic water that has recently witnessed the significantly growing interest amongst the consumers.

The aim of the study was to bring new insight on this topic via understanding preferences and motives towards gin & tonic consumption in the Czech Republic as a part of behavioural process of consumer in selecting concrete form of this variable drink.

The data were obtained directly at the place of purchase in the bar specialized in selling just gins and tonics in Prague, Czech Republic. First tool was questionnaire survey demanding data in the quantitative way. Then based on the gained information from the consumer we asked via semi structured interview to reach more specific details about preferences and motives towards consumption.

We found out that men drink more volume and more often than women. The main reason of demand was the specific taste of this kind of a drink, respectively for both genders the variety of different taste profile supplemented with herbs for example.

More likely followed the new findings based on interviews that its non-synthetic nature ingredients are the key factors in consumer decision making process over the other alcoholic drinks like e.g. in combination with energy drinks. Related finding was fact that people look for natural, non-synthetic or home-made status of the products. And finally consumers are affected by currently popular trends (fashionable meaning) on social networks in the way of reaching active promo by gin and tonic brands or self-identification with other influencers.

Key words: consumer preferences; alcohol; gin; tonic; young generation; Prague

Contents

1. Introduction and Literature Review	1
1.1. Gin	3
1.1.1. Recent gin consumption data	3
1.1.2. What is gin	6
1.1.3. Gin taste notes:	6
1.2. Tonic water	7
1.2.1. What is tonic	7
1.2.2. Tonic consumption	8
1.3. Background of gin & tonic in CZ	8
1.4. Young Generation - Definition of the term	9
2. Aims of the Thesis	10
2.1. Hypothesis:	10
3. Methods	11
3.1. Data collection	11
3.2. Questionnaire and interview design	12
3.3. Data analysis	13
4. Results	14
4.1. Description of the sample:	14
5. Discussion	19
6. Conclusions	22
7. References	23

List of tables

Table 1: Outline of the variables of the questionnaire

List of figures

Figure 1: Average volume of gin per person in 2017

Figure 2: Number of gin distilleries in UK'

Figure 3: Gin sales from 2015 to 2016 in UK

List of the abbreviations used in the thesis

GT - Gin & tonic

WSTA - Wine and Spirit Trade Association

HMRC - Her Majesty's Revenue and Customs office

UK - United Kingdom

OECD - The Organisation for Economic Co-operation and Development

USFDA - United States of America Food and Drug Administration

GFD - German Flavourings Directive

EMEA - Europe, Middle East, Africa region countries

APAC - Asia and Pacific region countries

ABV - Alcohol by volume

MZCR - Ministry of Health Czech Republic

1. Introduction and Literature Review

Significant growth is reported by recent years in volume of alcoholic drinks consumption, respectively in spirits concretely as beer and wine is declining within the overall consumption. (Eurostat 2017) “With rising volumes in the way of quantity also differentiation of alcoholic drinks has appeared on the market in the variety of choices of brands and types. Our consumers could choose from approximately 80 different gins and 30 tonic waters in 2016, when in 2017 the choice raised to 130 different gins and 40 tonic waters each of those providing unique content hence the variety of tastes.” Claims manager of Frame Gin & Tonic Bar in interview held 23.8.2017.

In this thesis we decided to choose the specific part of alcoholic drinks topic as gin & tonic drink works with natural origin of ingredients in order to be close to our field of study. When we went through the literature review for this specific topic, we found out that not much academic resources have already been focused or studied towards gin & tonic. Therefore we decided to make an attempt to provide new insights in this scope of study partially as well because of our own personal interest in this topic. More specifically we tried this thesis to touched and provide a look on specific aspects in consumption of gin & tonic drink such as consumer’s preferences and motives towards it. Furthermore we oriented on young generation from 18 to 30 years of age as we consider this age ratio to be actually easier approachable to variety of different influences in recent world. Anyway gin is in general actually fast growing segment all over the alcoholic drinks and its culture in the Czech Republic is almost in the beginning in compare to the top EU gin-drinker countries.

The recent report to the gin topic titled *Cocktails: The New Golden Era* from Professor Richard E. Ocejo and author Chantal Martineau, both active on the gastronomic sphere oriented mainly on alcoholic drink, is touching widely the gin drinking phenomena reviewing the evolution in recent years. Furthermore to prove being important on behalf our topic, the study was commissioned by the master distiller from one of the biggest and historically oldest gin brand named Beefeater, for gin-

drinkers very well-known person Desmond Payne, who is working in gin industry for more than 50 years so far.

Went through the report we consider their study to claim that possible motives of gin drinking are going with the line of the trendy (fashion) determination and self-identification with growing consumption in society. It provides mentions of possible causes for the surge in the popularity of gin cocktails despite the total alcohol consumption falling, global sales of spirits grew by 4.4% in 2016. It cites also higher benchmarks of quality as a side effect of globalisation, the use of social media to share knowledge and celebration of beautiful cocktail creations. (Ocejo 2017)

Professor Ocejo himself said: “Communication between different countries has led to a surge in the fashion for cocktails around the world, including in UK, Spain, Belgium, Germany, USA, Mexico, Argentina and Japan. What we found most fascinating was how interconnected cocktail cultures are in these countries. Pretty much no one operates in a vacuum, and sharing and influence are the norm.”

Another for this thesis important assumption based on Ocejo is named young millennial generation sometimes bespoke as “millenials” as its part dubbed “Gineration X” which has been responsible for “the huge rise in premium gin sales”, with gin featuring in many different flavoured cocktails including for our case important gin & tonic. We clearly agree with this opinion as our study is targeting mainly this specific age group.

Next important fact for this thesis cited in Onejo paper is that “social media fuelling a drive for ever more ambitious creations, consumers drinking better quality products, often with local provenance.” (Ocejo 2017)

The first interpretation of Ocejo that we consider not to agree claims: “This new golden age has been triggered by the emergence of ‘cultural omnivores’, elite consumers who once only enjoyed highbrow entertainment, such as opera or ballet, but who then also gained pleasure from stereotypical lowbrow forms like hip-hop or country music, the report states. The shift to consumers becoming cultural omnivores has been triggered by factors including the emergence of the “foodie” culture, the popularity of hipster bars with their stereotypical bearded, tattooed mixologists, and the rise of the craft distilling movement on the back of the explosion in craft beer.” We

highly see significant differentiation through the consumer society following specifics, not in the ‘omnivore’ assumption.

Specifics of social environments in concrete geographical and cultural locations were discussed in study from van den Bersselaar titled *The king of drinks: schnapps gin from modernity to tradition* dated to 2007. We consider his study as an “*analysis of consumption and marketing of gin contributes to our understanding of patterns of consumption, rejection and appropriation within processes of identity formation, elite formation, and the redefinition of community in colonial and postcolonial West Africa.*” (Bersselaar, Dmitri van den. 2007, *The king of drinks: schnapps gin from modernity to tradition* [online]. Leiden: Brill. African social studies series, v.18. [cit. 2017-02-5]. Dostupné z: <http://site.ebrary.com/lib/natl/Doc?id=10270698>.)

Based on his work we assume a perception that obviously not only the specific taste of gin as a natural origin drink interests consumers, but so as the surroundings in the social perspective in aspects of consumption is affecting preferences and motives of consumers of gin. Hence we want to also get in touch briefly social perception aspects of our respondents in the Czech Republic.

1.1. Gin

As the gin & tonic topic is not often bespoke across Czech academic resources, here we provide some of the essential information that we considered to be relevant for the context of this thesis.

1.1.1. Recent gin consumption data

According to the 2017 IWSR forecast report, which is the company with one of the world’s largest database on the beverage alcohol market gathering the data for more than 40 years in 157 countries, the gin consumption would grow by 37.2% by 2021.

Another forecast source claims that: “In 2017, the EMEA region dominated the global gin market with a revenue share of more than 45%. It was followed by the Americas and APAC that contributed to a share of more than 40% and 14% respectively. One of the key factors contributing to the increased sales in these regions is the growth in the demand for premium, super premium, and organic gin products.” (IWSR 2017)



Chart 1.: Average volume of gin per person in 2017

(based on: <https://www.statista.com/chart/12724/who-drinks-the-most-gin/>)

We decided not to stress after rather traditional gin markets environment in Belgium and Dutch which are the countries of the gin historical origin as we consider for purposes of this thesis more likely evaluate recently far more dynamical market like UK as also a long term player in gin landscape but furthermore proving significant growth over the years.

In evidence of 2017 growth, there were 49 new distilleries opened, 22 were located in England, 20 in Scotland, four in Wales and another three in Northern Ireland.

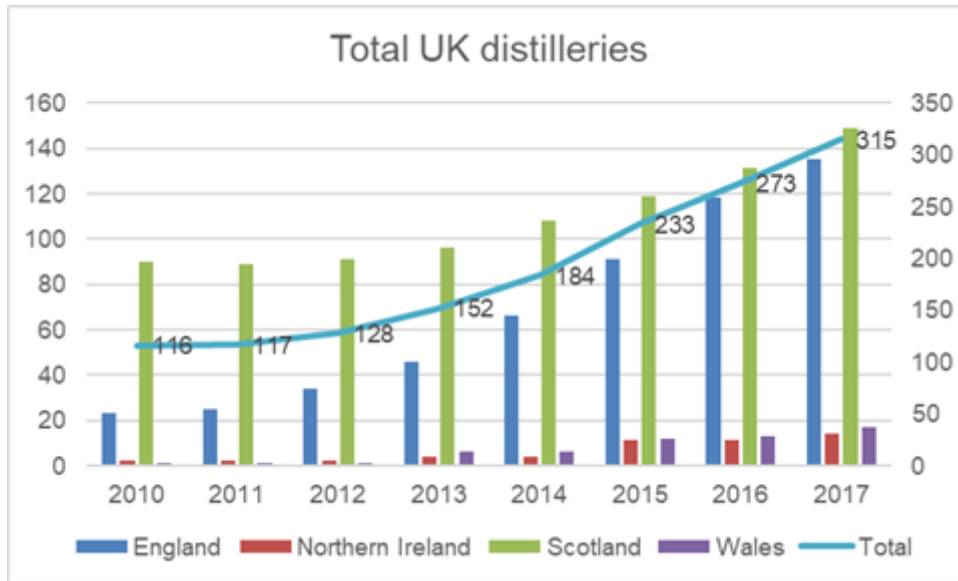


Figure 2: Number of gin distilleries in UK (source HMRC 2017)

The figure of distilleries over the past seven years shows that England has seen the most rapid increase in distillery numbers, with only 23 recorded in 2010 compared to 135 in 2017. With 24 distilleries, London now has more distilleries than the entire country did in 2010. (HMRC 2017)

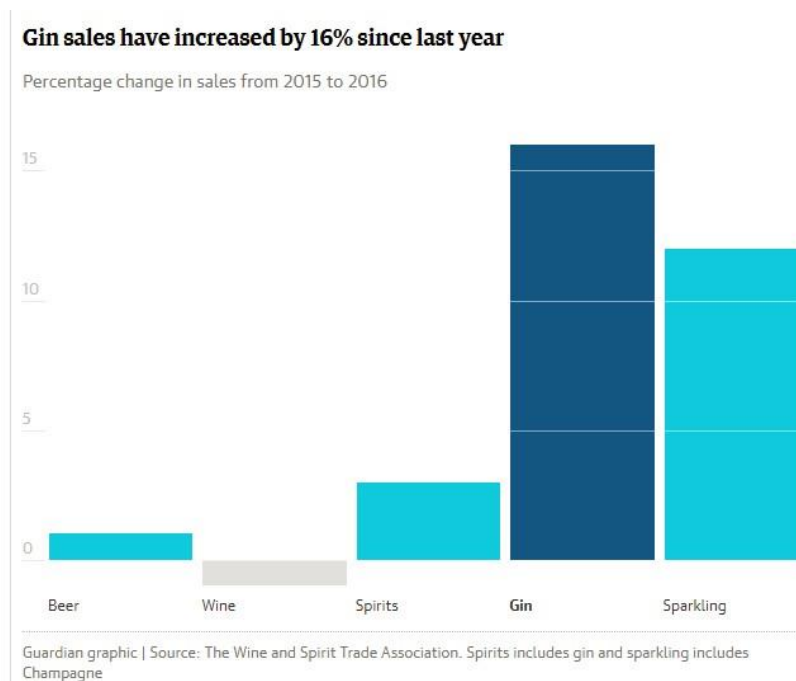


Figure 3: Gin sales from 2015 to 2016 in UK (WSTA 2017)

Moreover the general gin statistics, another survey in which respondents were asked what was in 2016 their favourite home-mixed drink, most popular answers were variants tonic with gin and vodka, when tonic was selected by a majority of 35% from all respondents. (HMRC 2017)

1.1.2. What is gin

The evolution of gin would count for a unique study itself, so there we just provide brief information about the origin.

When taken from historical part it is dated to around 1650 to Dutch region and era of attempts to distil medical elixirs for treating issues or even earlier as a reaction to plague epidemic, the juniper based compounds are firstly recorded. Hence the name gin because of the variations of the juniper translations jinevra, jenever, genever. Juniper was marked for its reputation towards diuretic problems and treating kidney, liver and stomach. Distilled with malt-wine was the first version that is nowadays known as jenever or genever. Then in the end of 17th century get via military issues to Britain where it spread even under the government control towards distilling evolution to forms of actual offer. (Dreisbach 2017)

Gin can be made from neutral spirit/alcohol of natural origin no matter whether most typically from wheat, grain, maze or molasses, rye, barley, potatoes, grapes or even rice. According to EU legal definition it must be juniper-dominated spirit with an agricultural origin and at least 37,5% ABV pure alcohol in the total volume of liquid and no added other flavourings after the distillation process. (Terziotti 2017)

1.1.3. Gin taste notes:

The thing that made it interesting and in the way of flavours very diverse are the botanicals which from is the gin distilled. The must is a juniper berry as a leading botanical that sign this kind of alcohol to be recognize for. Then the most common

botanicals in diverse combination more or less are cardamom, coriander seeds, peels of citrus fruits such as lemon or lime, orris, angelica, liquorice roots, anise, caraway, fennel, cubeb pepper and cassia bark. Every brand does have their own specific receipts, whether the most significant differences in the way of taste beside the way of distillation process makes additions of not so common botanicals that often has origin in the concrete local nature of the distillery. Italians for example love to use lemons from Amalfy coast and Sicily or Japanese their citrus fruits like yuzu, kabosu or amanatsu as such a specific taste that can be find nowhere else. (Dreisbach 2017)

1.2. Tonic water

In this subchapter we focus on specifics about the supplementing mixer of gin, a soft drink known as tonic water.

1.2.1. What is tonic

So as the bespoke gin history has also the tonic water its origin in medicine, but the tonic water does it proper way. Specifically bitter tasted soft drink or for our purposes mixer has its main ingredient named quinine, which is an extract from the bark of the cinchona tree. *Cinchona calisaya* tree is most commonly found in Central and South America, Caribbean islands, and parts of the western coast of Africa. Its medical purposes are historically known for treating Malaria, not to prevent as it rather kills the organism responsible for the disease. (Brasic JR.1999)

“Quinine, as the hydrochloride salt or sulphate salt, may be safely used in food in accordance with the following conditions: Uses: in carbonated beverages as a flavour. Limitations: Not to exceed 83 parts per million, as quinine. Label shall bear a prominent declaration of the presence of quinine either by the use of the word "quinine" in the name of the article or through a separate declaration.” (USFDA, 2017)

According to bitter taste palate where the first serving of quinine in the form of drink containing just a powdered quinine complemented with sugar and soda water to reach the drinkable taste profile, hence the tonic water receipt was settled. Nowadays regulations like from German Flavourings Directive, which prohibits adding quinine to

any other beverages and all foods, allows spirits to contain a maximum of 300mg/l. (GFD, 2017) “First tonic water contained 10 grains of quinine in 2.5 ounces of solution.”(Based on: <http://www.kumc.edu/school-of-medicine/history-and-philosophy-of-medicine/clendening-history-of-medicine-library/special-collections/panama-canal/malaria-and-quinine.html>)

1.2.2. Tonic consumption

The tonic water as soft drink and its consumption naturally follows the rise of gin as the most common way of drinking gin is with the tonic water as a mixer. (DREISBACH, 2017)

In the case of UK as we presented for case of gin in chapter 1.1., we show the growing consumption of the tonic waters when on UK market raised for 2017 massively by 35% compared to the year 2016 which is about 122,280 litres for the ending of November 2017. (Based on Kantar Worldpanel, 2017)

Concrete numbers we therefore show on the Fever-Tree brand as one of the biggest tonic producers worldwide. Producing tonic waters since 2005, it is currently hitting the growing and still demanding markets with the low calorie tonic water named “Light” free from artificial sweeteners as a reaction to trends in widening demand. Nowadays top demanded tonic water version includes only 5 grams of sugar per 100ml and Fever-Tree reports that revenue in 2017 rose by 66% to £170 million, with sales of its light tonic more than doubling in the UK. “In the year ending 13 August 2017, sales of Fever-Tree rose by 65% from £25.4m to £42m. Fellow soft drinks brand Fentimans also performed well over the same period, increasing its value sales from £2.6m to £5.1m.” (based on Kantar Worldpanel, 2017)

1.3. Background of gin & tonic in CZ

In general the consumption of the spirit in the Czech Republic is rising. According to press release in the end of 2017 with data from Czech Ministry of health

issues claims that in 2016 people drink alcohol regularly or very often meaning every day 13,8% Annual consumption of clear alcohol per capita is 6,8litres. (Appendix 3)

On behalf to the gin relation is surprising that only two distilleries are currently producing gin in the Czech Republic. Family distillery named Žufánek is producing spirits partially from their own planted resources e.g. in case of plumbs, pears. The second producer of gin named Dynybyl is a part of a company named Stock producing wider choice of other alcoholic brands. This small number on the side of domestic producers is followed by three specialised GT bars, which of them are two in Prague and one in Olomouc.

This data can be briefly stressed in compare to one of the historically biggest EU gin player UK , which actually counts a total of 315 gin distilleries overall by the end of 2017 in whole UK. When just in 2017 were open 49 new distilleries opened. (WSTA, 2018) (Figure 2: gin consumption EU)

1.4. Young Generation - Definition of the term

For the purpose of this study, we determined a group whose preferences and motivations we decided to examine.

We specified our focus on an age group between 18 and 30 years of age, an age group that, according the Czech legal system, is already allowed to consume alcohol, includes age in which many of young people study and this selected age range also works with the age early after college when individuals start their careers and begin to establish themselves within the society.

2. Aims of the Thesis

The general aim of this thesis was to determine preferences and motives of the young generation of Czech consumers to gin & tonic drink.

The specific objectives were to identify factors that could influence gin & tonic consumer in Czech Republic, whether it is the specific tastes of this drink that plays a dominant role in consumer behaviour.

Other specific objective was to define consumer's preferences regarding how they drink their gin & tonic in terms of serving and combinations of supplements.

2.1. Hypothesis:

H1: One of the main motives in gin & tonic consumption is its specific taste.

H2: Motives of young generation in gin & tonic consumption are influenced by current trends in society.

H3: Young generation prefers diversity of the taste in gin & tonic.

3. Methods

Among main sources, in terms of secondary data, which were used for the purpose of this thesis, belong scientific papers and researches, surveys taken by academics and agencies and texts by individual professionals from the industry.

All the primary data were obtained at the place and in the moment of purchase firstly via questionnaire individually approached to consumers willing to cooperate. Inquiry was then in some cases followed by the brief interview to gather further details to specify the preferences and motives towards GT consumption.

Practical part of the research showed up that according to assignment of this thesis we had decided to be more effective to switch the order of methodical assumption, when in assignment is written to start with interview and then set the questionnaire.

3.1. Data collection

For the purpose of this thesis, we have chosen to combine qualitative and quantitative tools of obtaining data. In terms of quantitative methods we selected the most traditional tool – a questionnaire.

The questions in the questionnaire were formulated in a way to enable us obtain the data about the examined subject, combining general questions about gender and age with more focused questions on respondents' behaviour towards alcohol consumption with a major focus on gin and tonic. **The questionnaire was focused more on preferences in consumption of GT and the interview was on the other hand directed more to motives of consumers** towards gin and tonic consumption.

We decided to execute the research at the point of sale of GT, there we could directly approach consumers of gin and tonic and inquire them about the subject of our research - to get to know consumers preferences and motivations.

The point of sale was a bar in Prague, one of the only 3 bars in Czech Republic that are exclusively specialized in gin and tonic. The respondents were approached at the bar by the bartender and were asked to join the survey. We consider the sampling strategy mostly random, but we are strongly aware of the fact that we were questioning consumers, who already had made a decision to visit a specialized gin and tonic bar.

3.2. Questionnaire and interview design

The questionnaire contained 11 questions and was divided into main sections. The first part focused on general data about the respondent (gender, age group, residency and occupation) and the second part asked about the ratio of gin consumption in relation to the overall personal alcohol consumption of each respondent and also examined personal preferences in style of gin and tonic.

The second method of obtaining data from the qualitative point of view was an semi structured interview. We decided to combine methods, as we consider complementing qualitative with quantitative research tools an effective approach in order to get as holistic insight into the examined subject as possible.

We approached clients of the bar and when they agreed on being asked several question we also asked them for their permission to record the interview. Through this qualitative method we obtained 160 interviews which were relevant for the use of this study.

We elaborated a list of questions which we didn't ask strictly in the prepared order. According the method of captured patterns which works with finding patterns, topics, structures and similarities in answers, we evaluated the transcribed data which led us to conclude the results.

3.3. Data analysis

The research has been taken in a period of 1.5 years, between the Q2/2016 until the end of Q4/2017.

Following our individual approach to each respondent, we selected only Czech consumer and tried to focus on an age group between 18 and 30years of age, that, for the purpose of this thesis, we decided to title *young generation*.

Although the inquiry didn't ask about any major confidential questions, it was taken anonymously.

In total, we receive 719, from which 4 were not applicable, as the respondents were under 18 years old. 715 answers were used to analyse.

We decided to transfer all answers from the questionnaire into Google Forms and then used MS Excel to work with the obtained data.

In the semi structured interview we the method of analysing data called *Factoring method* in order to discover factors, which were not directly assumed in the hypothesis.

4. Results

In this section of the thesis we firstly present the part with questionnaire results touching the quantitative data from responders followed by more profound results obtained from the interview part, as this part was flawlessly connected by the personal staff of the bar.

As the data collection was held at one place, bar specialized in selling gin and tonic drinks, all the survey collected was validate as there were no reasons to ask whether the respondents drink gin or not, so all the 715 sheets of the quantitative research can be considered as 100% survey. 4 woman questioners were left because of age under 18.

Than we reached 160 respondents of the qualitative research tool – an interview, that comprised questions focused on motives of consumers in selecting gin over other types of alcoholic beverages, so we could obtain required data to evaluate our Hypothesises 1 and 2. Genders were represented evenly and we specifically selected only people between 18 and 30 years of their age, in order to obtain most appropriate data for the purpose of this thesis. Out of 80 women, 36 were still students, 38 were employed and 6 were self-employed. Among men, 24 were students, 30 were employed, 16 were self-employed and 10 belonged to the “Other” category.

4.1. Description of the sample:

Of all the 715 responses in the questionnaire, 256 participants (35,8%) were women. We show the outlines of the variables of the questionnaire in the Table 1.

Major part of participants (56,4%) were between the age of 18 and 30, from which 34% were still students.

Table 1: Outline of the variables of the questionnaire

Variables	Percentage of respondents	Total amount of respondents n=715
Gender		
Female	35,8	256
Male	64,2	459
Age		
Younger than 18	0,6	4
18 to 24	15,3	109
25 to 30	41,1	294
31 to 35	29,7	212
36 to 45	11,6	83
46 and more	1,8	13
Occupation		
Student	19,3	138
Employed	59,7	427
Self-employed	18,1	129
Other	2,9	21
Area of residency		
Prague	69,1	494
Outside Prague	30,9	221
<i>Up to 50 km from Prague</i>	<i>82,4</i>	<i>182</i>
Alcohol consumption frequency		
Ocasionally	7,3	52
Couple times a month	38,9	278
Once a week	42,7	305
Everyday	11,1	80
Gin:alcohol ratio in consumption		
Ocasionally	83,5	597
Everytime	16,5	118
Style of consuming gin		
Straight	12,9	92
With mixer	83,6	598
In cocktail	3,5	25
Preference of taste of a straight gin		
Fruity	5,9	42
Herbal	5,1	37
Dry	9,0	64
All previous options	80,0	572
Preference of a mixer		
Tonic water	97,5	697
Soda	2,5	18

Gin and tonic taste preference		
Fresh citrusy	2,7	19
Fruity sweet	2,9	21
Fruity bitter	1,3	9
Spicy	0,8	6
Bitter	4,1	29
Dry	4,8	34
Herbal	2,0	14
Combination of above mentioned	81,5	583
Reason for visiting a gin&tonic bar		
Just walked by	16,4	117
Likes GT	40,0	286
Based on recommendation	42,5	304
Other	1,1	8

Based on a pivot table we found out that 99% of the age group between 18 and 30 had answered that they like to drink different styles of gin and that they prefer to consume gin and tonic in many variations according its style and taste.

In the semi structured interview, the method of analysing data called *Factoring method* enabled us to discover factors, which were not directly assumed in the hypothesis we had set at the beginning of our research, but appeared implicitly as we were analysing the obtained data. These newly observed factors had a significant impact on the results of the whole survey.

The semi structured interview included questions:

- Do you see yourself going out more often than before?
- How would you identify the reasons for that?
- How much, approximately, do you spend on going out (meaning going to a bar, going out drinking?)
- Would you consider that the amount you spend on alcohol monthly has raised in the past couple years?
- When going out for an alcoholic drink, do you prefer beer/wine or spirits? And why?
- Why have you decided to visit a bar specialized in Gin & tonic?

- What Gin brands do you recall?
- Through which communication channels did you get to know about the brands you name?
- Through which communication channels did you get to know about this bar?
- How would you describe gin and tonic?
- How would you describe the taste of gin/gin & tonic?
- What do you find different/special on gin & tonic in comparison to other mixed drinks.
- What qualities of gin and tonic do you appreciate the most? (In comparison to other mixed drinks)
- What importance does it represent for you when you get „just“ gin & tonic (or maybe with a slice of cucumber) and when you get gin & tonic with some other supplements? (e.g. herbs, dried fruits, lemon grass, spices etc.)
- What supplements do you prefer?
- Have you been to this bar before?
- If yes, what brings you back?

This main list of questions was individually accompanied by other questions that developed the consumer's statement.

In 70 (87,5%) of cases we registered that people admit they go out more often and spend money more money on alcohol. The most frequent reasons were related to that they are motivated by the interesting supply of new bars in Prague, that had opened in couple past years, that they like to try new products. We also noticed an interesting fact in 30 cases that they appreciate that the new offer in Prague in terms of bars improved in quality, which they consider similar or even equal to the quality they know from Western Europe and the United States of America. A significant part, 77,5% stated that they lately preferred trying new brands of spirits over traditional drinks – beer and wine.

In relation to gin (or gin and tonic) - the most frequently mentioned words that describe the alcohol were: bitter (138x), dry (126x), fresh (109x), juniper (97x), light (51x), fruity (34x), tasty (12x). These terms also represent the main reasons why consumers are attracted by gin & tonic in comparison to other alcoholic drinks. 56 men and 70 women mentioned the taste and all its characteristics as the number one reason they choose it over other drinks.

95% of respondents were able to identify at least one brand. When mentioning sources from where they get information about gin brands, respondents indicate:

1. social media (various bloggers' Instagram accounts, Facebook, Twitter)
2. advertisements
3. in bars

5. Discussion

In the previous part of the thesis we went across the questionnaire survey and analysis of obtained data, in this part the subsequent semi structured interview will be discussed. The method of approaching each respondent individually gave us a chance to reach some new more detailed aspects that we found out very important to furthermore assess consumer preferences and motives towards GT consumption.

All 40 different tonic waters offered during the time of the research in the Frame Gin & Tonic Bar were free from any artificial flavours, sweeteners and preservatives that we checked from the tonic waters bottles etiquettes. “This information about its healthy feature, we present to every incoming customer, is one of the factors that has a positive effect on consumer’s decision,” claims the manager of Frame Gin & Tonic bar during the interview held on August 23, 2017. This proved our hypothesis about the diversity and brought a new example of getting natural origin products to society via traditional way of consumption of alcoholic drinks

When serving supplements in drinks based on concrete botanical contain of ordered gin according to chosen taste of the consumer, the bar staff is using botanicals grown natural way mainly from local resources, obviously except the tropical fruit and spices that are imported that consumers found very attractive. And again it offers more clearly offering a more natural alternative as a substitute to other alcoholic drinks in combination with energy drinks for example.

These two above mentioned facts about gin & tonic drinks were also plentifully bespoke in the respondents answers in our semi structured interview when we asked about how important is for our respondents when they get „just“ gin & tonic (or maybe with a slice of cucumber) and when they get gin & tonic with some special supplements (e.g. herbs, dried fruits, lemon grass, spices etc.). Especially those respondents, who claimed having been in a specialized gin & tonic bar before, looking for a new

variations of a specific GT taste, acknowledge that a diverse range of supplements make the product, gin & tonic drink, more desirable for a customer.

To properly specify the preferential taste aspects of the GT consumption based on answers from survey, we asked to mention concrete supplement to the favourite taste profile of GT no matter if the consumer voted for all the taste options that stands for proving the attractiveness of wide taste variety of GT. As the first favourite voted taste profile was Fresh citrusy, the favourite supplement was lemongrass. On the second place was fruity sweet, supplemented by strawberries, and herbal variant on the third place to be supplemented with rosemary and thyme. Although in this case our hypothesis regarding the preference of diversity of tastes of gin&tonic among young generation was approved, as most of the respondents of the questionnaire who were between 18 and 30 years of their age answered that they prefer a combination of more styles and tastes of gin and tonic across even one visit in the bar. The results in this regards also endorsing the claim, that young generation, millennials, seek diversity in every aspect of their lives. (Ocejo, 2017).

Further discussion needed about another proved assumption were the aspects of social life and surroundings play an important role in preferential behaviour not only in GT consumption but also more generally in lives of young generation of consumers connected to gin. Reaching then to touch the topic of social networks and media at all, which are considered to be significant source of information in many different features. Millennials search information about brands, trends, products¹ and through bloggers and influencers, they identify themselves with different social groups and so called communities, which is a term that nowadays substitutes the marketing term target group. The data we have obtained through the interviews with customers of Frame Gin & Tonic bar in Prague 1 say that social media are the first source when looking for gin brands. The study about whether there is certain gin & tonic community (like it

¹ Based on the data via Mediaguru.cz from October 2017, when agency Stem/Mark published survey of 511 respondents on topic of social networks as an information resource. People more and more tent to search information on the social networks interested not only in news about their friends, but importantly for this research also for brands or concrete products.

demonstrably is for example in a case of RedBull) that would show definite attributes and characteristics that an individual could identify him/herself with them, could be a possible extension of this thesis. A marketing paper like that would have to study concrete communication channels, and marketing strategies, including analysing advertisements of different gin and different tonic brands. This very interesting and valuable study would have a potential to determine the image of gin & tonic, from which many gin brands could benefit from. This approach wasn't though a subject of our thesis, therefore we put it in our research aside our perspective.

Since there are not many developed studies focused specifically on gin & tonic, this basic study we elaborated hopefully brought elementary data that can be used for the purpose of other gin & tonic oriented businesses or projects. This executed research didn't meet its limits, which means there is an opportunity to grasp this issue again and extend the research with more hypothesises or more precise like for example: when the positive development of the local economy has the effect on the consumer basket of goods, which, consequently to the economic growth, in many cases expands in items and comprises in other respects surplus goods, like new types or rarely seen kinds of alcoholic drinks – gin and tonic and its variations.

6. Conclusions

The findings of this thesis showed that the most important factor in consumer's preferences towards gin & tonic consumption is the specific taste of that drink.

It was proved that the unique taste is the most important aspect in the motives for consuming gin & tonic and was examined that the diversity in variety of flavour tones of this drink plays a crucial role in preferences of young generation also called Millennials.

The research executed for the purpose of this thesis brought also new discoveries in terms of importance of the phenomenon of natural and home-made expressions when meaning the origin of a product in the preferences towards GT consumption of young generation. Natural ingredients used for distillation of gins, flavourings of tonic waters and servings of gin and tonic drink with supplements like herbs, are subjects of currently popular trend appealing to mass audience of consumers not only in the Czech Republic. Our recommendation for the gin & tonic selling bars or producers is to wider their offer in the way of taste variety as this is the most spoken motive from the side of consumers, furthermore to consider working with the natural products rather than the artificial ones. Another significant finding and thus the recommendation was that using the social media to promote is the most effective way how to influence young generation of gin & tonic consumers. We assume the result of possible herbal and natural status of gin & tonic drink can be considered as a possible substitute to the different alcoholic drinks providing non-synthetic and low caloric alternative.

It overall concludes that the thesis approved its hypotheses and provided a space for possible further extension of the research towards monitoring and analysing the attributes of a possible community around GT as brought some new findings that could gin & tonic brands work on in order to enhance the interest of Millennials in their products.

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Appendices

List of the Appendices:

Appendix 1: questionnaire

Appendix 2: Table of gender frequency of drinking alcohol in %, CZ, 2016, (*source: Státní Zdravotní Ústav, 2016, Národní výzkum o spotřebě tabáku a alkohololu v dospělé populaci ČR,. Přehled výsledků o spotřebě alkoholu za 2016. MZCR*)

Appendix 3: Figure of average consumption of clear spirit per person in 2016, CZ (*source: Státní Zdravotní Ústav, 2016, Národní výzkum o spotřebě tabáku a alkohololu v dospělé populaci ČR,. Přehled výsledků o spotřebě alkoholu za 2016. MZCR*)

Appendix 1: Questionnaire

QUESTIONNAIRE

Preferences and motives towards drinking Gin & Tonic

Hello,

My name is Tomas Hanus and I am a student of the Czech University of Life Sciences working on a final thesis on the topic of Preferences and motives of young generation towards consumption of gin & tonic supplemented with different kind of herbs.

For the purpose of improving your gin & tonic experience, I would like to kindly ask you to fill in this questionnaire, which doesn't take more than 10 minutes.

1) What is your gender?

- Female Male

2) What is your age?

- Younger than 18 25 to 30 36 to 45
 18 to 24 31 to 35 46 and more

3) Your occupation:

- Student Self-employed
 Employed Other

4) Where do you live?

- Prague
 Not in Prague
 Bohemia? Up to 50km from Prague?

5) How often do you go out to drink alcohol?

- Occasionally Once a week
 Couple times a month Everyday

6) When drinking alcohol, how often do you drink gin?

Occasionally

Everytime

7) How do you usually drink gin?

Straight

With mixer? (Specify then which one? Tonic water, soda)

In cocktail

8) When straight, I prefer this style:

Fruity

Dry

Herbal

All previous options

9) When with mixer, I prefer to drink it with:

Tonic water

Soda

10) If gin in mixer with tonic, I prefer this style:

Fresh citrusy

Bitter

Fruity sweet

Dry

Fruity bitter

Herbal

Spicy

Combinantion of above mentioned

11) Why have you decided to visit a bar specialised in Gin & tonic?

I just walked by

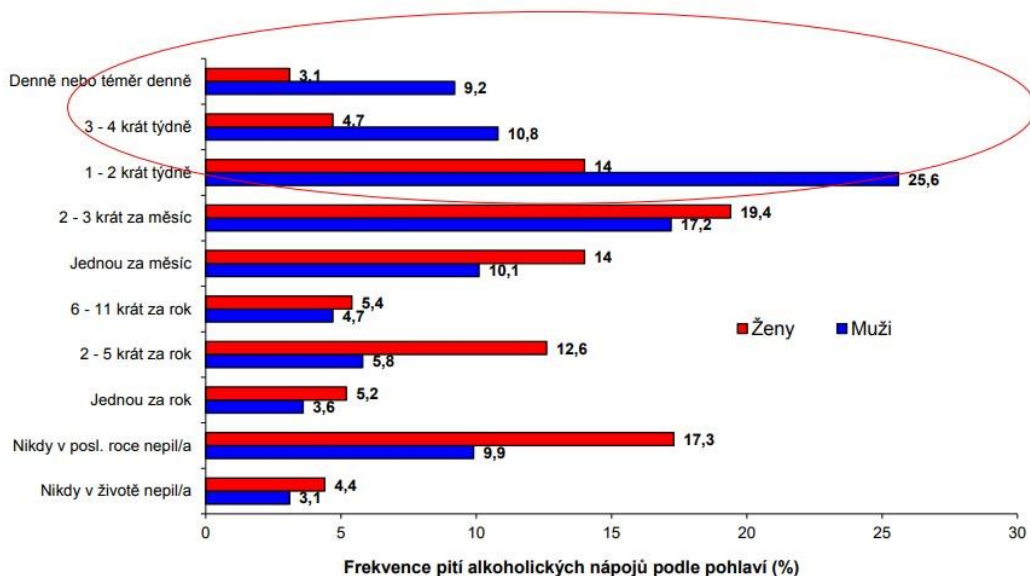
Recommendations

I like GT

Other: please, specify

Thank you for your cooperation.

Appendix 2: Figure of gender frequency of drinking alcohol in %, CZ 2016.



Appendix 3: Figure of average consumption of clear spirit per person in 2016, CZ,

Průměrná roční spotřeba alkoholu vyjádřená v litrech čistého alkoholu na osobu podle pohlaví a věkových skupin

