

Survey of Consumer Awareness, Acceptance And Desirable Attributes of Mead, Honey Wine In A Subject Group of Indian Population

Dr. Jyoti D. Vora¹, Ms. Drashti Aiya², Ms. Megha Jain³

¹. Guide, Former Head, Department of Biochemistry & Food Science and Quality Control Ramnarain Ruia College, Matunga, Mumbai – 400019

^{2,3}. Student, Department of Food Nutrition and Dietetics College of Home Science, Nirmala Niketan, Mumbai - 400020.

Corresponding Author: Dr. Jyoti D. Vora

Abstract: This paper reports on a study that was undertaken to assess consumer awareness, and consumption of mead. The study was conducted and a survey questionnaire about the alcohol consumption habits, awareness & acceptance of mead was taken up by 101 young adults residing in India and some abroad. Results were evaluated and interpretation of the same was carried out with the aid of diagrammatic representation. This study brings light to the consumer awareness of mead, wine made after fermenting honey.

Keywords: Consumer awareness, Survey, Mead, Honey wine, Consumer Acceptance, Desirable attributes, Indian population.

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I. Introduction

Honey is a sweet substance produced by honey bees from the nectar of blossom or from secretions of or on living parts of plants. The bees collect, transform and combine with specific substances, and store in honeycombs. (Vidrih, R., 2007) Classification of honey is based on the source of nectar. These include floral and non floral honeys. Honeys can either be unifloral or multifloral, depending whether the honey collected is from the nectar of the same flower or from nectar of flowers of various types. Non floral honey (honey dew) is made by bees that extract sugars from the living tissues of plants or fruits, and/or scavenge the excretions of insects (aphids) that tap the veins of higher plants. (Christy E., 2010) Honey forms a part of traditional medicine in many cultures, although it is most widely used as a sweetener. It is composed of at least 181 components and is basically a solution supersaturated in sugars, the fructose (38%) and glucose (31%) are the most important; the moisture content is about 17.7%, total acidity 0.08%, and ash constitute 0.18% (weight/volume). In addition, there is a great variety of minor components, including phenolic acids and flavonoids, the enzymes glucose oxidase and catalase, ascorbic acid, carotenoids, organic acids, amino acids, proteins, and α -tocopherol. The actual composition of honey varies, depending on many factors such as the pollen source, climate, environmental conditions, and the processing it undergoes. (Viuda-Martos, M., 2008) In prehistoric times, honey represented the only concentrated sweet substance. Honey was used to prepare possibly the first alcoholic drink known to Indians thousands of years ago. Today, the technical term mead is used for honey wine that is made by the fermentation of diluted honey. Prior to or after fermentation, various additives such as fruit pulps or juices, citric acid, etc. maybe added. (Vidrih, R. 2007)

AIMS & OBJECTIVES

To evaluate the consumer awareness regarding mead, a fermented alcoholic beverage made from honey, in a population group of young adults aged from 18 - 40 years.

The survey was conducted to get an insight into the knowledge of the young population in India about the oldest fermented beverage, mead and to create awareness about the category that it falls in, the way of consumption & its market demand.

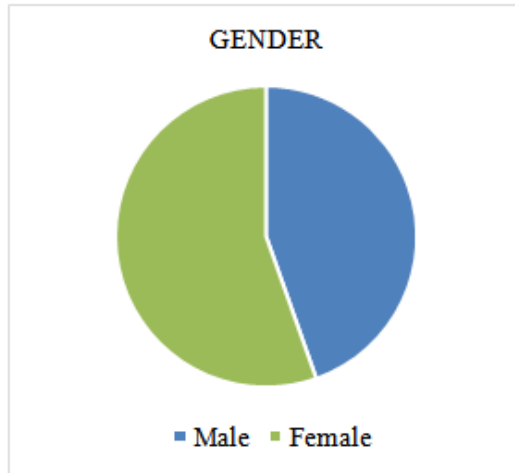
II. Method

A survey was conducted among 101 individuals residing mainly in India & a few abroad. The motive behind this was to assess the awareness among consumers, regarding mead, their frequency of alcohol consumption & their preferences. Questions asked are mentioned in the questionnaire. (Appendix 1)

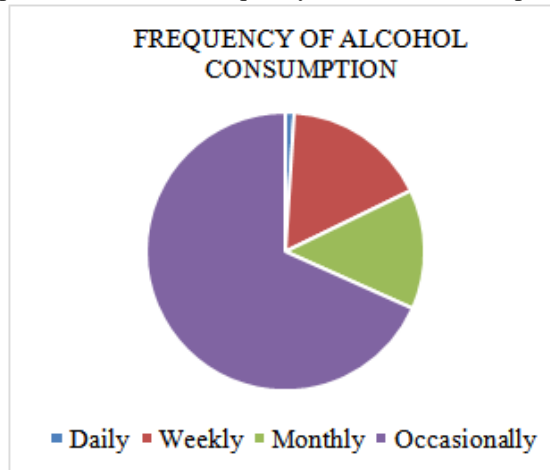
III. Results

Below are the graphical representations of the survey carried out.

1. In the survey executed, 44.6% of the population is male and 55.4% are females.

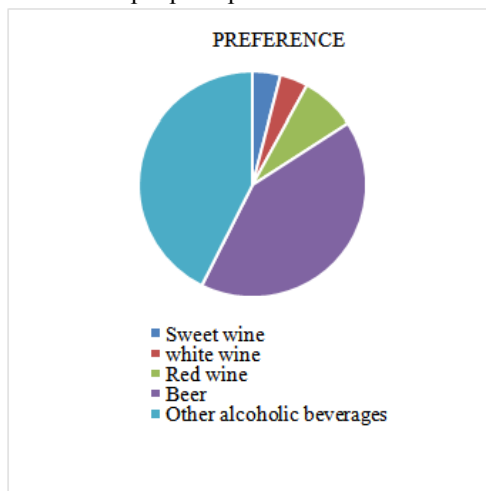


2. Below is the graphical representation of the frequency of alcohol consumption.



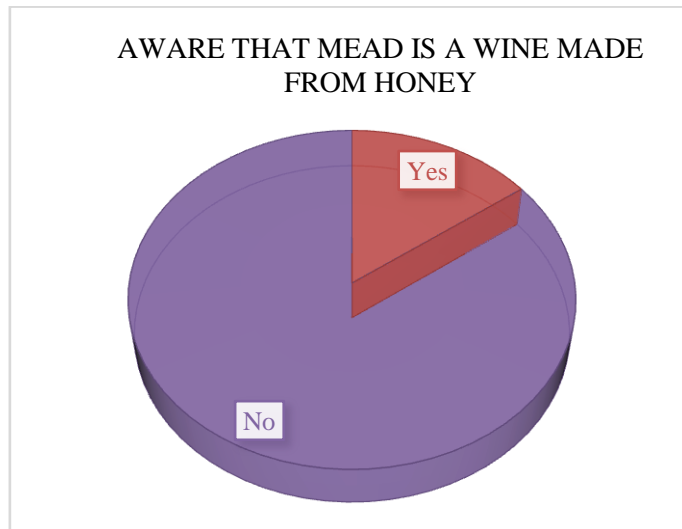
As per the above data, 68.3% of the population consume alcohol occasionally, 13.9% monthly, 16.8% weekly and only 1% consume alcohol daily.

3. Below is the graphical representation of people's preferences in alcohol variations.



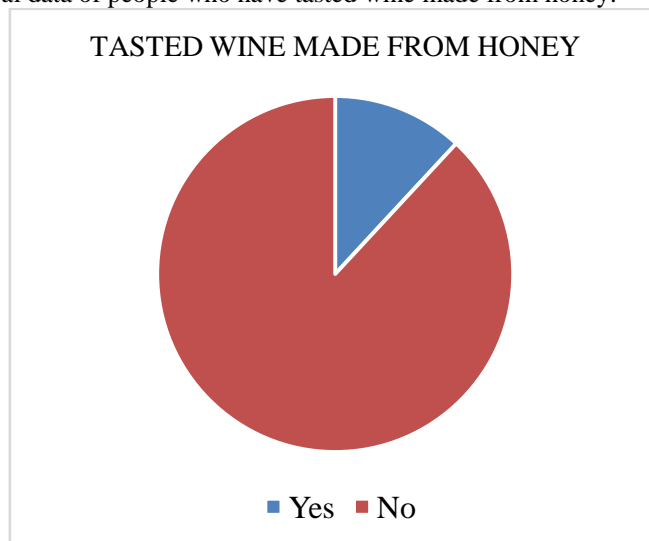
As per the above data, 41.6% of the population prefer beer, 7.9% red wine, 4% white wine, 4% sweet wine and 42.6% prefer other alcoholic beverages.

4. Below is the graphical representation of people's awareness about mead being a wine formulated from honey.



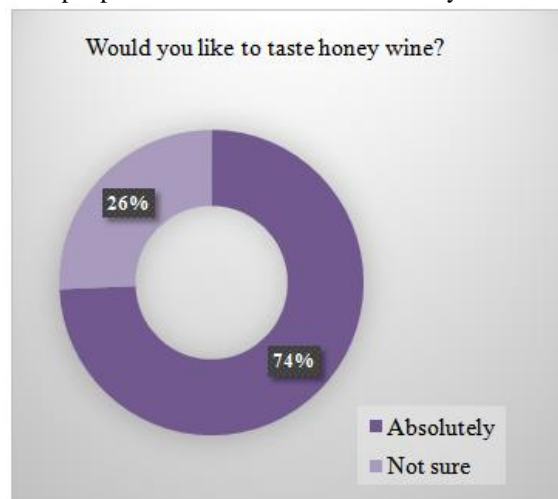
As per the above data, 14.9% of the population is aware where as 85.1% are unaware.

5. Below is the graphical data of people who have tasted wine made from honey.



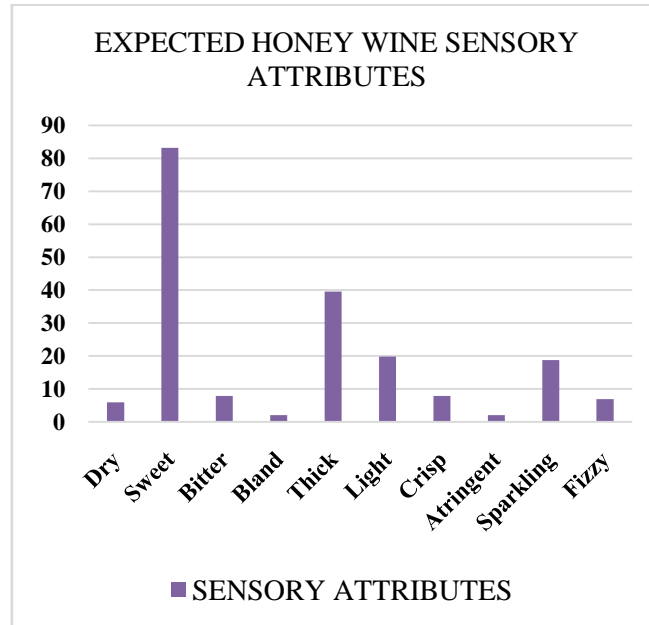
As per the above data, 11.9% have tasted it where as 88.1% haven't tasted it.

6. Below is the graphical data of people who would like to taste honey.



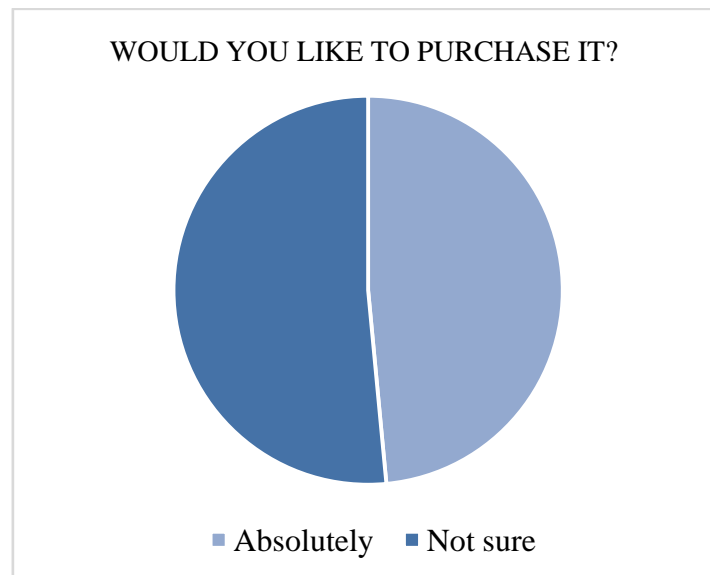
As per the above data, 74% are absolutely willing to taste honey wine, unlike the other 26%, who are not too keen on tasting the same.

7. Below is the graphical data of the expecting attributes by the consumers for mead.



In the list of expecting attributes, the highest expected attribute is sweetness and thickness, whereas bland and astringent is the least expected attribute.

8. Below is the graphical data of people who would like to purchase honey wine.



As per the above data, 48.5% of the population are absolutely willing to purchase honey wine, unlike the other 51.5% who are not too sure of buying it.

IV. Conclusion

This research concludes to show little awareness about mead in the alcohol consuming population and thus, also emphasizes the desirable attributes for mead by the respective subjects. Thus, if marketed well, there is a vivid future scope of increased awareness and consumption of mead.

(APPENDIX 1)

CONSUMER ANALYSIS

Allow us to know your thoughts to help us analyse better. Meant for alcohol consumers from age 21 to 30 only.

*Required

1. Name *

Your answer

2. Age *

Your answer

3. Gender *

- Male
- Female
- Other

4. City *

Your answer

5. What is your frequency of alcohol consumption? *

- Daily
- Weekly
- Monthly
- Occasionally

6. Please choose your preference. *

- Sweet wine
- White wine
- Red wine
- Beer
- Other alcoholic beverages

7. Are you aware that 'MEAD' is a wine made from honey? *

- Yes
- No

8. Have you tasted wine made from honey? *

- Yes
- No

9. Would you like to taste honey wine? *

- Absolutely
- Not sure

10. According to you, which of the following attributes would honey wine pertain? *

- Dry
- Sweet
- Bitter
- Bland
- Thick
- Light
- Crisp
- Astringent
- Sparkling
- Fizzy

11. If honey wine is marketed, would you like to purchase it? *

- Absolutely
- Not sure

12. Suggestions:

Your answer

13. Email

Your answer

References

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