

An Exploratory Study of Students' Consumption of Non-Alcoholic Beverages in Mumbai

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Abstract: *Given the range which exists among various groups of consumers, the cause of this paper is to explore college students' consumption of non-alcoholic beverages in Mumbai. In-intensity interviews had been conducted from college students in Mumbai. Initial findings suggest that those college students' intake of non-alcoholic liquids is motivated in lots of methods. Though, the most placing of those influences are observed to be convenience of buy, along with availability, charge, fitness worries, and culture/social reasons. The main contribution of the study lies in the relevance of segmentation, targeting, and positioning activities of business enterprises in recognize of advertising of non-alcoholic beverages. based totally on the findings, the empirical have a look at will serve as a treasured enter to entrepreneurs in their planning, analysis, and implementation of appropriate advertising and marketing techniques to students vis-a`-vis the highlighted impacts on their intake of this category of food. it will thus serve as a tool for growing competitive gain on this triumphing risky commercial enterprise environment.*

Keywords: Mumbai, Students, consumer behavior, non-alcoholic drinks

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