

Analyzing Consumer Choice Between Modern Cocktails and Timeless Classics

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Abstract: *This research paper investigates consumer preferences in the realm of cocktails, drawing distinctions between contemporary, trending cocktails and enduring, classic concoctions. Employing a survey-based research methodology, the study delves into the factors that mold consumers' choices in the cocktail landscape. The research findings unveil the underlying motivations guiding consumers in their selection of cocktails and offer valuable insights into potential ramifications for the beverage industry. This exploration of consumer behaviour, cocktail trends, and industry implications encapsulates an essential dimension of contemporary market dynamics.*

Keywords: consumer preferences, modern cocktails, classic cocktails, survey research, and beverage industry implications.

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