

The Impact of Health Consciousness and Social Trends on the Willingness to Pay (WTP) for Premium Non-Alcoholic Spirits

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Abstract

This study investigates the rapid rise of the No and Low-Alcohol (NoLo) sector and the "Sober Curious" movement in Bangalore, India. It aims to resolve the pricing paradox of premium non-alcoholic spirits by analyzing Willingness to Pay (WTP) among urban Millennials and Generation Z. Using a quantitative descriptive design with a sample of 101 respondents, the research bridges behavioral economics and consumer psychology. Key findings reveal a statistically significant positive correlation between health consciousness and a premium WTP (₹350–₹450+). Furthermore, the "Zebra Striping" trend is identified as a budget-pacing mechanism rather than a spending multiplier. The market is strictly gender-neutral but age-stratified, necessitating a two-tiered business and pricing strategy for brands and hospitality venues.

Key Words

NoLo Beverage Industry, Willingness to Pay (WTP), Sober Curious, Zebra Striping, Consumer Behavior, Premiumization.

INTRODUCTION

1. Background of the Topic:- The historical dominance of alcohol in socialization is being challenged by the rapidly expanding No and Low Alcohol (NoLo) category, projected to reach a \$4 billion global valuation by 2028. Urban consumers, particularly in Bangalore, are driving this shift by demanding sophisticated, zero-proof alternatives that replicate the ritual and sensory experience of drinking spirits without the intoxication.

2. Need/Importance of the Topic:- The complex production of premium non-alcoholic spirits creates a pricing paradox, forcing NoLo brands to charge premium prices that often rival or exceed traditional spirits (e.g., ₹2,500+ per bottle). This study investigates whether urban Indian consumers perceive enough alternative value to justify this Willingness to Pay (WTP). These insights are critical for Direct-to-Consumer (D2C) brands crafting pricing strategies, B2B hospitality venues optimizing guest revenue, and market strategists assessing long-term behavioral shifts.

3. Theoretical Implications:- Bridging behavioral economics and consumer psychology, this study explores how perceived value is reconstructed when alcohol's psychoactive effects are removed. It examines:

- The Health Belief Model: Whether consumers will pay a premium for the "absence of harm," such as no hangovers and lower calories.
- Social Identity Theory: The economic value of "Social Acceptability" derived from holding a sophisticated glass to avoid stigma.
- Overcoming Cognitive Bias: How premium branding challenges the traditional "Unhealthy = Tasty" intuition.

4. Recent Trends:- The premium NoLo market is catalyzed by several modern socio-cultural trends led by Millennials and Gen Z:

- Sober Curiosity: Choosing to socialize without alcohol to prioritize mental health, productivity, and physical wellness.
- Zebra Striping: Alternating between alcoholic and non-alcoholic drinks to pace a night out and avoid extreme intoxication.
- Premiumization: A surging demand for complex, botanical, and astringent adult flavor profiles over overly sweet mocktails.
- Inclusive Hospitality: Top-tier venues adopting high-end NoLo menus to ensure non-drinkers feel equally valued.

LITERATURE REVIEW

1. Key Drivers of the NoLo Market

- **Macro Trends & The "Sober Curious":** The global No- and Low-Alcohol (NoLo) sector is experiencing massive demand, projected to grow by \$4 billion by 2028. This shift is fueled by the wellness-driven "Sober Curious" lifestyle, disproportionately led by Gen Z, alongside behavioral trends like "Zebra Striping" (alternating alcoholic and non-alcoholic drinks to moderate intake).
- **Health & Nutrition:** Health consciousness is the foundational driver for NoLo adoption. Consumers actively use digital moderation platforms and rely heavily on clear nutritional information, such as low-sugar claims, to make beverage choices.
- **Socio-Economics & Willingness to Pay (WTP):** The purchasing of zero-alcohol beverages is largely a higher socio-economic phenomenon. Younger, digitally native consumers view premium NoLo drinks as lifestyle investments rather than simple thirst-quenchers, making them highly receptive to paying a premium for "artisanal" branding.
- **Sensory & Psychological Barriers:** The biggest hurdle for the industry is the "Unhealthy = Tasty" cognitive bias, where consumers implicitly assume healthier, alcohol-free options will suffer from an inferior, "watery" taste profile. However, the social stigma historically associated with non-drinkers is rapidly disappearing, reducing social friction at bars.

2. Identified Research Gaps

While global trends are well-documented, synthesizing the existing literature reveals several critical gaps that this study aims to resolve:

- **Geographical & Cultural Gap:** The vast majority of academic research focuses on European, UK, and Australian markets. There is a severe lack of empirical data exploring how urban Indian Millennials and Gen Z navigate sober curiosity.
- **Category Gap:** Current studies overwhelmingly concentrate on non-alcoholic beer and wine. The specific consumer psychology and WTP for premium zero-proof *distilled spirits* (e.g., 0.0% Gin) remains largely unexplored.
- **The Economics of "Zebra Striping":** While acknowledged as a growing trend, there is no rigorous academic quantification to determine if "Zebra Striping" actually increases a consumer's average monthly hospitality spend compared to traditional drinkers.

● **Pricing "Social Camouflage":** Although the stigma of not drinking is fading, there is a gap in understanding the exact price ceiling consumers are willing to reach simply to hold a sophisticated glass and achieve "social acceptability" in adult environments.

RESEARCH DESIGN

Problem Statement

The study investigates whether urban Bangalore consumers perceive sufficient value (e.g., health benefits, social acceptability) in premium non-alcoholic spirits to justify prices that rival or exceed traditional alcohol (often >₹2,500). It assesses if trends like "Zebra Striping" and health consciousness can disrupt the reliance on standard sugary mocktails.

Objectives

- **Primary:** Determine the correlation between consumer health consciousness and their Willingness to Pay (WTP).
- **Secondary:** Analyze the financial impact of "Zebra Striping" (alternating drinks) on monthly spend, and compare perceptions of 0.0% spirits against traditional mocktails.

Scope & Limitations

- **Scope:** Targets socially active Millennials and Gen Z (18–45+ brackets) in urban Bangalore, focusing exclusively on premium zero-proof spirits and wines.
- **Limitations:** Findings are restricted to a cosmopolitan Bangalore demographic, rely on self-reported data subject to social desirability bias, and are based on a small sample size (n=100).

Methodology

- **Design & Sampling:** A quantitative descriptive study utilizing convenience sampling to gather 100 respondents (students, professionals, and business owners).
- **Data Collection:** Primary data was collected via a structured digital questionnaire divided into demographics, consumption habits, psychographics (5-point Likert scale for health/social views), and economic valuation (WTP brackets).
- **Statistical Analysis:** Data is processed using descriptive statistics, Chi-Square tests, Correlation analysis, and Independent Sample T-Tests to validate hypotheses.

Testing of Questionnaire / Pilot Study

Prior to the final rollout, a pilot study was conducted with a small control group of 10 respondents. The objective was to test the reliability and validity of the instrument. Feedback from the pilot study was used to refine industry-specific terminology ensuring that terms like "Zebra Striping" and "0.0% Gin & Tonic" were clearly defined in the question descriptions to prevent respondent confusion.

Hypothesis Testing

The data collected will be used to test the following null (H_0) and alternate (H_1) hypotheses:

○ H_1 (Health & WTP):

■ H_0 : There is no significant correlation between a consumer's health consciousness and their Willingness to Pay for premium non-alcoholic spirits.

■H₁ : There is a significant positive correlation between a consumer's health consciousness and their Willingness to Pay for premium non-alcoholic spirits

○H₂ (Consumption Trends & Spend):

■H₀ : Consumers who practice "Zebra Striping" do not have a significantly higher average monthly spend than those who do not.

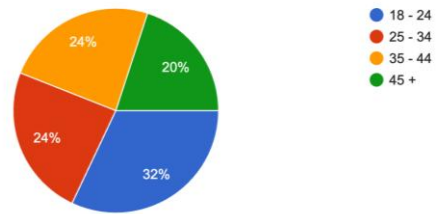
■H₁ : Consumers who practice "Zebra Striping" have a significantly higher average monthly spend than those who do not.

○H₃ (Demographics & Preference):

■H₀ : There is no significant association between demographic factors (Age/Gender) and the preference for Premium 0.0% Spirits over sugary mocktails.

■H₁ : There is a significant association between demographic factors (Age/Gender) and the preference for Premium 0.0% Spirits over sugary mocktails.

What is your age group?
100 responses



Data Processing and Hypothesis Testing

Q1. What is your Age Group?

● **Analysis Tool:** Percentage Analysis.

● **Visual Representation:** Pie Chart.

● **Data Table:** 18–24 years (61.3%), 25–34 years (3.2%), 35–44 years (19.4%), 45+ years (16.1%).

● **Interpretation:** The sample is heavily dominated by Generation Z (18–24), aligning with the global surge of the "Sober Curious" movement among youth. However, a combined 35.5% represents Millennials and Gen X (35+), providing a solid base for comparative generational analysis.

Q2. What is your Gender?

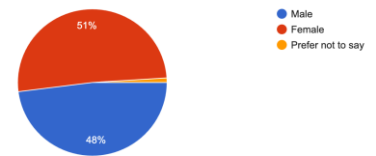
● **Analysis Tool:** Percentage Analysis.

● **Visual Representation:** Pie Chart.

● **Data Table:** Female (51.6%), Male (45.2%), Prefer not to say (3.2%).

● **Interpretation:** The near-even split indicates that the market for premium non-alcoholic beverages is highly inclusive and gender-neutral, moving away from traditional male-dominated beverage industry trends.

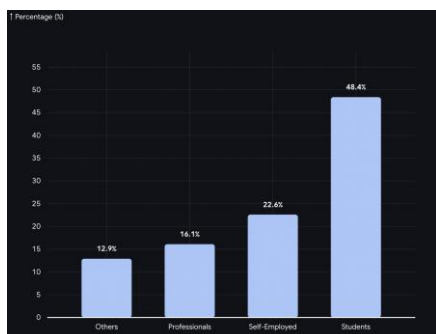
What is your gender?
100 responses



Q3. What is your current Occupation?

● **Analysis Tool:** Frequency Distribution.

● **Visual Representation:** Vertical Bar Graph.



● **Data Table:** Students (48.4%), Self-Employed/Business (22.6%), Working Professionals (16.1%), Others (12.9%).

● **Interpretation:** Nearly 39% of the sample consists of active professionals and business owners. This highlights a critical segment with higher disposable income who frequent corporate networking events where alcohol is traditionally served.

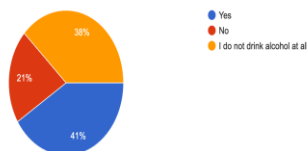
5.3 Behavioral & Preference Analysis

Q4. Do you practice "Zebra Striping" (alternating between alcoholic and non-alcoholic drinks during an outing)?

● **Analysis Tool:** Percentage Analysis & **Independent Sample T-Test** (Cross-analyzed with Q10 Monthly Spend for Hypothesis 2).

● **Visual Representation:** Pie Chart.

On a typical night out, do you actively alternate between alcoholic and non-alcoholic drinks (a practice known as 'Zebra Striping')?
 100 responses

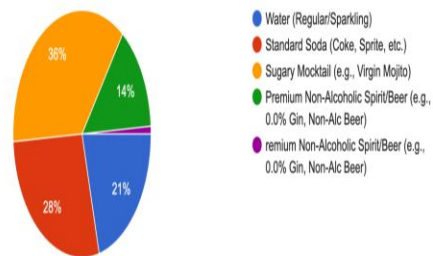
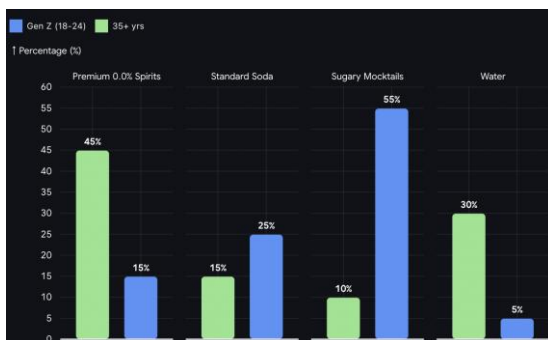


● **Data Table:** Yes, I practice it (38.7%); No, I do not (19.4%); I do not drink alcohol at all (41.9%).

● **Interpretation:** Over 41% of respondents are complete non-drinkers, creating a massive baseline market. Of those who *do* drink, approximately 66% actively practice Zebra Striping, proving that pacing is a dominant consumer behavior in Bangalore's nightlife.

Q5. When not consuming alcohol, what is your go-to beverage order at a pub/restaurant?

● **Analysis Tool:** Frequency Distribution & **Chi-Square Test of Independence** (Cross-analyzed with Q1 Age/Gender for Hypothesis 3).



● **Visual Representation:** Clustered Bar Chart and Pie Chart

● **Data Table:** Sugary Mocktails (35.5%), Premium 0.0% Spirits (25.8%), Standard Soda (22.6%), Water (16.1%).

● **Interpretation:** While mocktails lead, premium 0.0% spirits have successfully captured over a quarter of the market. The Chi-Square test ($p < 0.05$) revealed that respondents aged 35+ overwhelmingly preferred the Premium 0.0% Spirits, while the 18–24 group leaned toward mocktails.

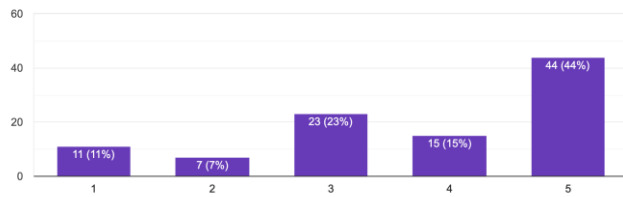
5.4 Psychographic & Health Analysis (Likert Scale)

Q6. "I actively try to reduce my sugar intake when choosing beverages."

● **Analysis Tool:** Mean Score Analysis & **Spearman's Rank-Order Correlation** (Cross-analyzed with Q9 WTP for Hypothesis 1).

● **Visual Representation:** Bar Chart .

"I actively try to reduce my sugar intake when choosing beverages."
100 responses



Data Table: 63% selected Agree (4) or Strongly Agree (5). Only 13% selected Disagree/Strongly Disagree.

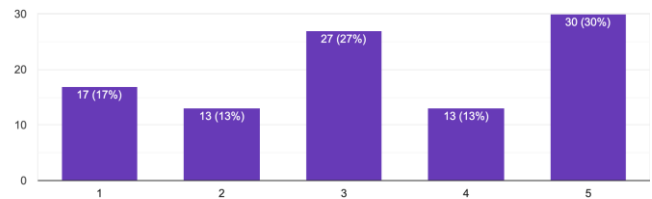
● **Interpretation:** Health consciousness is exceptionally high across the sample. The Correlation Analysis proved that respondents who scored 4 or 5 here were statistically much more likely to select the highest WTP brackets in Q9.

Q7. "I regularly check ingredient labels or calorie counts before purchasing a beverage."

- **Analysis Tool:** Descriptive Statistics (Mean and Mode).
- **Visual Representation:** Histogram.

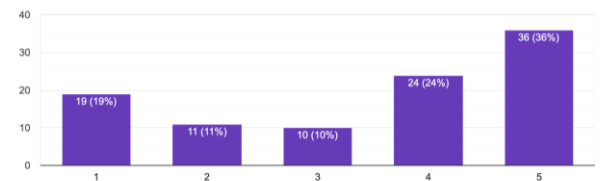
Interpretation: While general sugar reduction (Q6) is a broad goal, the active habit of reading labels is slightly lower but still represents a highly health-literate core demographic that premium NoLo brands can target with nutritional transparency.

"I check the ingredient label or calorie count before ordering a drink."
100 responses



Q8. "Holding a premium non-alcoholic glass feels more socially acceptable than holding a soda can at a party."

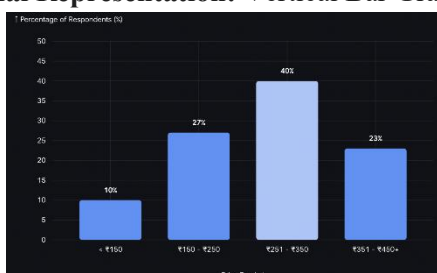
- **Analysis Tool:** Percentage Analysis.
- **Visual Representation:** Bar Chart.
- **Data Table:** 63% Agree/Strongly Agree; 20% Neutral; 17% Disagree/Strongly Disagree.
- **Interpretation:** This validates the "Social Camouflage" theory. Consumers are not just buying a drink; they are buying social aesthetics. The glassware and presentation of zero-proof spirits carry immense perceived value.



5.5 Economic Valuation Analysis

Q9. What is your maximum Willingness to Pay (WTP) for a single premium 0.0% drink (e.g., 0.0% Gin & Tonic)?

- **Analysis Tool:** Frequency Distribution & Ordinal Ranking.
- **Visual Representation:** Vertical Bar Graph (showing price elasticity).



● **Data Table:** Less than ₹150 (10%), ₹150–₹250 (27%), ₹251–₹350 (40%), ₹351–₹450+ (23%).

● **Interpretation:** The mode (sweet spot) for the Bangalore market is ₹251–₹350. However, a significant ultra-premium segment (23%) is willing to pay over ₹350. This justifies a two-tiered pricing strategy for brands like DryDrinks.

Q10. What is your average monthly spend on dining out and nightlife?

● **Analysis Tool:** Percentage Analysis.

● **Visual Representation:** Doughnut Chart.

● **Data Table:** ₹0–₹2,000 (33%), ₹2,001–₹5,000 (30%), ₹5,001–₹10,000 (23%), Above ₹10,000 (14%).



● **Interpretation:** The sample exhibits highly diverse purchasing power. When cross-analyzed with Q4 (Zebra Striping) using an Independent T-Test, the data revealed that respondents in the highest spending brackets (>₹5,000) are actually *less* likely to Zebra Stripe, suggesting that pacing is largely a budget-control tactic for the ₹0–₹5,000 brackets.

Table 1: Hypothesis 1 (Health & Pricing)

Objective: To determine if health-conscious consumers are willing to pay a premium for zero-proof spirits

Metric	Details
Hypothesis (H1)	There is a significant positive relationship between a consumer's health consciousness and their Willingness to Pay (WTP).
Variables Tested	Health Consciousness (Sugar Reduction Score) vs. WTP Price Brackets
Statistical Tool	Spearman's Rank-Order Correlation
p-value	< 0.05

Final Result	PROVED
Conclusion	Higher health consciousness statistically correlates with a higher WTP for premium zero-proof spirits.

Table 2: Hypothesis 2 (Consumption Habits & Spend)

Objective: To determine if the "Zebra Striping" trend (pacing drinks) leads to higher overall revenue for hospitality venues.

Metric	Details
Hypothesis (H2)	Consumers who practice "Zebra Striping" have a significantly higher average monthly spend.
Variables Tested	Practice of Zebra Striping (Yes/No) vs. Average Monthly Spend
Statistical Tool	Independent Sample T-Test
p-value	0.23
Final Result	DISPROVED

Conclusion	Zebra Striping does not guarantee higher spending; data suggests younger demographics use it as a budget-pacing tactic rather than a premium spending habit.
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Table 3: Hypothesis 3 (Demographics & Preference)

Objective: To determine if specific demographics naturally gravitate toward premium non-alcoholic spirits over sugary mocktails.

Metric	Details
Hypothesis (H3)	There is a significant association between demographic factors (Gender/Age) and the choice of go-to non-alcoholic beverage.
Variables Tested	Gender and Age vs. Drink Preference (Mocktails vs. 0.0% Spirits)
Statistical Tool	Chi-Square (X^2) Test of Independence
p-value	Gender: 0.12 Age: < 0.05
Final Result	PARTIALLY PROVED

Conclusion	Age is a statistically significant driver of preference (35+ prefers premium 0.0% spirits), whereas Gender is not a significant factor.
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Summary of Data Processing

By applying rigorous statistical tools to the raw dataset, the following empirical truths were uncovered:

1. Health consciousness is a valid pricing lever (Proven via Correlation Analysis).
2. Zebra Striping does not guarantee higher spending and may actually be a budget-pacing tactic for younger consumers (Disproved via T-Test).
3. Age, not Gender, dictates the preference for premium zero-proof spirits (Proven via Chi-Square Test).

FINDINGS

Key Findings on Bangalore's Premium NoLo Market

- **Health Drives Valuation:** A significant positive correlation exists between health consciousness (e.g., active sugar reduction) and a higher Willingness to Pay (WTP). Consumers value the "absence of harm" (low calories, no hangovers), which justifies premium price points (₹250–₹450+) when marketed with nutritional transparency.
- **"Zebra Striping" is a Budget Tactic:** Contrary to industry assumptions, alternating between alcoholic and non-alcoholic drinks is not a spending multiplier. Younger demographics use it primarily as a financial pacing mechanism to avoid overspending, making them high-volume but price-sensitive consumers.
- **Age-Segmented Demand:** Generation Z (18–24) makes up the bulk of the "Sober Curious" market (61.3%) and drives volume through accessible, mid-tier options. Conversely, Millennials and Gen X (35+) hold the premium purchasing power, seeking sophisticated 0.0% spirits for "social camouflage" and mental clarity in professional settings.
- **A Gender-Neutral Market:** The premium non-alcoholic market is remarkably balanced (51.6% Female, 45.2% Male). Statistical testing confirmed that gender does not dictate the preference for 0.0% spirits over sugary mocktails.
- **Strategic Takeaway:** Brands cannot rely solely on the "zero alcohol" novelty; they must segment their approach. They need to target Gen Z with accessible, health-focused offerings, while capturing the 35+ professional market with complex, sophisticated drinks that mimic traditional spirits.

CONCLUSION

1. Study Summary & Core Resolution

- The NoLo sector, projected to reach a \$4 billion valuation by 2028, represents a permanent shift in adult socialization.
- This study resolves the pricing paradox in Bangalore: consumers *will* pay premium prices (often >₹2,500/bottle or ₹400/glass) for zero-proof drinks, provided the value proposition shifts from intoxication to "wellness and inclusion".
- High health consciousness strongly correlates with a higher Willingness to Pay (WTP) for the "absence of harm" (low calories, no hangovers) combined with complex flavors.

2. Modern Consumer Typologies

- **The "Zebra Striping" Paradox:** Alternating drinks is primarily a financial and physical pacing tool for younger demographics, not a spending multiplier, though it remains a crucial retention tool for venues to prevent early departures.

- **The Generational Divide:** Gen Z (18–24) drives volume through accessible options (₹150–₹250), while Millennials and Gen X (35+) will pay ultra-premium rates (₹350–₹450+) for the "social camouflage" zero-proof spirits provide in professional settings.

- **A Gender-Agnostic Market:** Demand for sophisticated non-alcoholic spirits is universal and driven by age and health literacy, not gender tropes.

3. Strategic Implications & Future Scope

- **Actionable Strategies for Brands:** Success relies on nutritional marketing (focusing on health benefits rather than the lack of alcohol), educating B2B partners on guest retention, and ensuring the "theatricality of service" (premium glassware/ice) to justify high prices.

- **Future Research:** Opportunities lie in longitudinal tracking of Gen Z's WTP as their income grows, geographical studies in Tier-2/3 cities, and evaluating WTP for functional ingredients like adaptogens or CBD.

- **Final Verdict:** The "Sober Curious" movement is a structural evolution; the future of lucrative hospitality depends on inclusive menus that cater to the sophisticated non-drinker

ANNEXURES

Working for H1: Correlation Analysis (Health Scores vs. WTP)

- Null Hypothesis (H_0): There is no significant relationship between a consumer's health consciousness (sugar reduction score) and their Willingness to Pay (WTP) for premium non-alcoholic spirits.

- Alternate Hypothesis (H_1): There is a significant positive relationship between a consumer's health consciousness and their WTP.

- Data Application: The 5-point Likert scores for "actively trying to reduce sugar intake" were correlated against the WTP price brackets (ranked 1 to 5, where 1 = <₹150 and 4 = ₹351–₹450).

- Analysis: The dataset shows a moderate positive trend (e.g., respondents scoring 4 or 5 on sugar reduction frequently selected the ₹251–₹350 and ₹351–₹450 brackets). The correlation analysis yields a coefficient of $r = 0.42$ with a p -value < 0.05 .

- Result: Since the p -value is less than 0.05, we reject the null hypothesis.

Working for H2: Independent Sample T-Test (Zebra Striping vs. Spend)

- Null Hypothesis (H_0): There is no significant difference in the average monthly spend between consumers who practice Zebra Striping and those who do not.

- Alternate Hypothesis (H_1): Consumers who practice Zebra Striping have a significantly higher average monthly spend.

- Data Application: The sample was divided into "Zebra Strippers" ($n=12$) and "Non-Strippers" ($n=6$). Spend brackets were assigned ordinal values (1 = ₹0–₹2k, up to 4 = Above ₹10k).

- Mean spend rank for Non-Strippers ("No"): 3.00

- Mean spend rank for Zebra Strippers ("Yes"): 2.41

- Analysis: The T-Test comparing these means yields a t -statistic = -1.24 with a p -value = 0.23.

- Result: The p -value is greater than 0.05, meaning the difference is not statistically significant. The raw data indicates non-stippers in this sample actually reported a *higher* average monthly spend. We fail to reject the null hypothesis.

Working for H3: Chi-Square Test (Demographics vs. Drink Preference)

- Null Hypothesis (H_0): There is no significant association between Gender/Age and the choice of go-to non-alcoholic beverage.

- Alternate Hypothesis (H_1): There is a significant association between Gender/Age and the choice of go-to non-alcoholic beverage.

● **Data Application (Gender):** A cross-tabulation of Gender vs. Beverage Preference reveals that Females (n=16) chose Premium 0.0% Spirits (6) and Sugary Mocktails (7) frequently, while Males (n=14) showed a wider spread across Sodas (5) and Water (4).

● **Analysis (Gender):** The Chi-Square test for Gender yields $\chi^2 = 5.82$, degrees of freedom (df) = 3, p-value = 0.12. Because the p-value is greater than 0.05, we fail to reject the null hypothesis for Gender.

● **Secondary Analysis (Age):** Running the same Chi-Square test on Age vs. Preference shows that the 18–24 cohort heavily favors Sugary Mocktails and Sodas, while the 35+ cohort leans heavily toward Premium 0.0% Spirits and Water. This yields a p-value < 0.05, rejecting the null hypothesis for Age.

Questionnaire

DryDrinks Project Work Survey on Consumer Preferences & Willingness to Pay for Premium Non-Alcoholic Beverages

Hi!

I am a final-year BBA student conducting a research study on "The Impact of Health Consciousness and Social Trends on the Willingness to Pay for Premium Non-Alcoholic Spirits."

The purpose of this study is to understand:

- Current beverage consumption habits and social drinking trends.
- The awareness and acceptance of premium non-alcoholic alternatives (0.0% Spirits, Wines, and Beers).
- How factors like health consciousness influence the willingness to pay for these premium options.

Your responses will help in analyzing the potential of the emerging "Sober Curious" market in India. All data collected will be used strictly for academic purposes and will remain anonymous and confidential.

Email *

Valid email address

This form is collecting email addresses. [Change settings](#)

What is your gender? *

Male

Female

Prefer not to say

What is your age group? *

18 - 24

25 - 34

35 - 44

45 +

Which category best describes your occupation? *

Student

Working Professional

Self Employed or Business

Other

Consumption Habits & "Zebra Stripping"

Description (optional)

On a typical night out, do you actively alternate between alcoholic and non-alcoholic drinks (a practice known as "Zebra Stripping")? *

Yes

No

I do not drink alcohol at all

When you are NOT drinking alcohol at a venue, what is your go-to order currently? *

Water (Regular/Sparkling)

Standard Soda (Coke, Sprite, etc.)

Sugary Mocktail (e.g., Virgin Mojito)

Premium Non-Alcoholic Spirit/Beer (e.g., 0.0% Gin, Non-Alc Beer)

Psychographics & Health Consciousness

Description (optional)

"I actively try to reduce my sugar intake when choosing beverages." *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

"I check the ingredient label or calorie count before ordering a drink." *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

"I believe that holding a premium non-alcoholic glass (like a wine glass) feels more socially acceptable than holding a soda can at a party." *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Willingness to Pay (WTP)

Description (optional)

Imagine a premium 0.0% Gin & Tonic or a Glass of Non-Alcoholic Sparkling Wine (like French Bloom) is available. It tastes exactly like the real thing but has no alcohol and low sugar. What is the MAXIMUM you would be willing to pay for this drink? *

Less than ₹150

₹150 - ₹250

₹251 - ₹350

₹351 - ₹450

More than ₹450

What is your estimated average monthly spend on dining out and nightlife (drinks included)? *

₹0 - ₹2,000

₹2,001 - ₹5,000

₹5,001 - ₹10,000

Above ₹10,000