

ABSTRACT

The actual disparities of alcohol consumption and preference between men and women varies among countries, cultures, and individuals. The late years of adolescence to early adulthood can be a challenging yet explorative period for many young adults. Generally, this period becomes associated with an increased interest and consumption towards alcoholic beverages, which allows people to develop their drinking habits and preferences. The purpose of this study was to analyze the gender differences towards the preferences of alcoholic beverages, more specifically using various types of cocktails as the samples, by investigating the association between gender and the perceived liking of appearance, aroma, taste, and mouthfeel of beverages. A 8-item questionnaire, used to gather sociodemographic data and alcohol consumption history, a 9-point hedonic scale test, ranking test, and JAR (Just about Right) scale test, used to gather information of the preferences of the alcoholic beverages, were distributed to young adults, aged 21 to 34 years old. Additionally, physicochemical properties such as pH and Brix level were also collected. The results showed that men generally consume more alcohol and more frequently participate in drinking occasions compared to women. A statistically significant higher liking towards strong cocktails from men, in comparison to women. A common ground found between men and women is their preference towards sweet cocktails. However, men do not prefer fruity, sour cocktails, whereas the women still like it. Understanding the gender drinking behavior and taste preference towards alcoholic beverages can be useful information in fulfilling consumer satisfaction.

Keywords: alcohol, alcohol consumption, young adults, cocktails, gender differences