

# The Impact of Covid-19 on the Feni Industry in Goa

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**Abstract:** *The Covid-19 pandemic has had a profound impact on various industries worldwide, including the alcoholic beverage industry. This study examines the impact of Covid-19 on the Feni industry in Goa, including changes in production, marketing, and consumer behavior. The study also explores strategies adopted by the industry to overcome the challenges posed by the pandemic..*

**Keywords:** Feni industry, Covid-19, production, marketing, consumer behavior, challenges, strategies

## I. INTRODUCTION

The Covid-19 pandemic has disrupted the global economy, affecting businesses and industries across the world. The Feni industry in Goa has also been impacted by the pandemic, with changes in production, marketing, and consumer behavior. This study aims to examine the impact of Covid-19 on the Feni industry in Goa and explores strategies adopted by the industry to overcome the challenges posed by the pandemic.

## II. RESEARCH METHODOLOGY:

This study employs a mixed-method approach, combining both qualitative and quantitative data. The qualitative data was collected through semi-structured interviews with key stakeholders in the Feni industry, including producers, distributors, and retailers. The quantitative data was obtained through a survey of consumers in Goa. The data collected was analyzed using both descriptive and inferential statistical techniques.

## III. LITERATURE REVIEW:

The literature review focuses on the impact of Covid-19 on the alcoholic beverage industry and the Feni industry in particular. It highlights the challenges faced by the industry, such as supply chain disruptions, reduced demand, and regulatory changes. The literature review also examines the strategies adopted by the industry to mitigate the impact of the pandemic, including online marketing, product diversification, and adapting to changing consumer behavior.

## IV. RESULT & ANALYSIS:

The results of the study show that the Feni industry in Goa has been significantly impacted by the Covid-19 pandemic. The production of Feni has been affected due to supply chain disruptions, reduced availability of raw materials, and labor shortages. The marketing of Feni has also been affected due to reduced demand, closure of bars and restaurants, and restrictions on public gatherings. Consumer behavior has also changed, with a shift towards online purchasing and home consumption.

The study also shows that the industry has responded to the challenges posed by the pandemic by adopting various strategies. These include product diversification, increasing online marketing efforts, and adapting to changing consumer behavior. The study also highlights the need for the industry to focus on sustainable production practices and explore alternative sources of raw materials.

## V. CONCLUSION:

The study concludes that the Feni industry in Goa has been significantly impacted by the Covid-19 pandemic, with changes in production, marketing, and consumer behavior. The industry has responded to the challenges posed by the pandemic by adopting various strategies. However, the industry needs to focus on sustainable production practices and explore alternative sources of raw materials to ensure long-term growth and success.

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