

CONSUMER STUDY ABOUT WINE: PURCHASING AND CONSUMPTION BEHAVIOUR

Amit Nigam & Gaurav Newalkar

Research Scholar, Jiwaji University, Madhya Pradesh, India

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ABSTRACT

The main aim of this paper is to propose a market segmentation approach based on all phases of wine purchase and consumption process. To this aim, we investigated the main components of wine purchasing behavior and the socio-demographic profile of those who are both wine buyers and consumers. Starting from consumer behavior literature, we identified some phases in the purchasing process and we operational of each of them. A structured questionnaire was developed according to such framework and an empirical study was carried out. We realized some interviews to wine buyers and consumers. Then, we performed a cluster analysis in order to identify the most relevant market segments. Four main segments emerged from the cluster analysis. A description of demographic and behavioral features characterizing the identified segments is provided. The proposed framework may provide a clear guidance to reach market segmentation able to address effectively the marketing strategies. By characterizing different groups of consumers on the base of multiple variables related to each phase of the purchasing process, the proposed segmentation has implications both for strategic decisions, such as positioning, and operative ones based on Gwalior region (i.e. product, price, place, promotion).

KEYWORDS: *Wine, Market Segmentation, Consumer Behavior, Cluster Analysis*

INTRODUCTION

It is being seen in India that Indian consume Indian and foreign spirits for all occasions, yet consume red/white wine for special occasions such as new year, winter holidays etc. another important fact about wine is that Indian has little knowledge about wine. Most of the people don't know how to consume wine, and they think that both wine and spirits are the same things.

Here our approach to submit this paper is to evaluate the facts from consumers and to give them knowledge and clinical facts about wine.

Purpose

This research aims to examine Gwalior city consumers' wine consumption and purchasing behaviour.

Design/Methodology/Approach

The study, conducted in Gwalior City only (Urban Area), used an in-direct questionnaire with 50 consumers in different retail shops and Bars location.

Research Limitations/Implications

The small sample size is a limitation. Another limitation is that all the respondents lived in the urban area of Gwalior; the findings do not generalize to India.

KNOW ABOUT WINE

Wine is an alcoholic beverage made from fermented grapes or other fruits. The natural chemical balance of grapes lets them ferment without the addition of sugars, acids, enzymes, water, or other nutrients.

NUTRITION FACTS: WINE

Amount per 100grams

Calories 83

Table 1

		% Daily Value*
Total Fat 0 g		0%
Saturated fat 0 g		0%
Polyunsaturated fat 0 g		0%
Polyunsaturated fat 0 g		0%
Monounsaturated fat 0 g		0%
Cholesterol 0 mg		0%
Sodium 5 mg		0%
Potassium 99 mg		2%
Total Carbohydrate 2.7 g		0%
Dietary fiber 0 g		0%
Sugar 0.8 g		0%
Protein 0.1 g		0%
Vitamin A 0%	Vitamin C	0%
Calcium 0%	Iron	0%
Vitamin D 0%	Vitamin B-6	5%
Vitamin B-12 0%	Magnesium	2%

*Per cent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Source include: USDA Foreign Agricultural Service (Global Agricultural Information Network), December, 2012

Temperature

All wine is stored at the same temperature, regardless of its colour. Both reds and whites are consumed at quite different temperatures. Too often people drink white wines too cold and red wines too warm, limiting how much you can enjoy the wine. A white that's too cold will be flavourless and a red that's too warm is often flabby and alcoholic. Here is a key to ideal wine service temperatures:

Table 2

Wine Service Temperatures	
Champagne, Sparkling, and Dessert Wine	Champagne, Sparkling, and Dessert Wine
Sauvignon Blanc, Pinot Grigio	Sauvignon Blanc, Pinot Grigio
Chardonnay, Chablis	Chardonnay, Chablis
Pinot Noir	Pinot Noir
Cabernet Sauvignon, Merlot, Shiraz	Cabernet Sauvignon, Merlot, Shiraz

While this is a helpful guide, not everyone has a thermometer on hand. A good rule of thumb is to note that white wines should be chilled before drinking and red wines should be have time to rise in temperature. Ideally, whites should be between refrigerator temperature (40°F) and storage temperature (55°F) and reds should be somewhere between storage temperature and room temperature, which is often as high as 70°F. If your wine is in a temperature-controlled unit, at 53-57°F, pop your bottles of white wine into the refrigerator half an hour prior to service and take your reds out of storage half an hour prior to the service. This allows time for your whites to chill and your reds to warm up. If you have yet to invest in a refrigerator and your wines are kept at room temperature or in the refrigerator, you'll do the opposite. Put your reds in the refrigerator for half an hour and take your whites out of the refrigerator for half an hour. Dessert wines, sparkling wines and rosés are best enjoyed at a cooler temperature than whites. Refrigerator temperature will do the trick.

Preservation

When you have leftover wine in the bottle, preservation is key. As wine comes into contact with air, it quickly spoils. To slow down the deterioration process, use a quick vacuum pump to suck out the excess air. The less air in the bottle, the longer the wine's lifespan. (**Wine for Beginners, BY PAUL GREGUTT**)

Wine Industry in India

India is not traditionally a wine drinking country. Due to an earlier period of prohibition in India and higher price compared to spirits like whisky and brandy manufactured in the country, the manufacture and consumption of wine in India are insignificant when compared to other countries.

The setting up of Champagne Indage's plant in 1984 in the state of Maharashtra marked the manufacture of wine on an organized scale in India. Commercial wine grape production in India has only been in existence since the 1980s.

The Indian wine industry has been steadily growing over the last ten years. Wine is gradually becoming a part of urban Indian life style. Since India joined the WTO, import tariffs in the country have been remarkably reduced, thus enabling foreign exporters tap into India's vast consumer market.

The wine market is gradually opening up as quantitative restrictions are being lifted, import duties are being lowered and domestic regulations are being simplified.

The Following Factors are Adding to the Higher Consumption of Wine in India

- Rising incomes of Indian population;
- Changing demography;
- Exposure to new culture;

- Growth in the foreign tourists;
- Loosening of Government regulations and policies.

The Vineyards and Wines

At present the only wine producing regions in the country are Nasik in Maharashtra, the outskirts of Bangalore, Karnataka and a small part in Goa. Maharashtra is the largest wine producing state, with 40,000 hectares of grape cultivation and 1,100,000 tones of annual production. Despite these numbers, 98% of the cultivation is table grapes and a mere 2% is used for other types of production, such as dry fruits grape juice, syrup, jam and wine. This results in only approximately 3,237 hectares of land being cultivated for wine grape varieties in Maharashtra, where red, white, rose, and sparkling wines are produced.

Types of Wines available in India

There are basically three types of wine available in the country:-

Premium Wines (Still wines): In this category the Indian market is divided mainly into two major categories - White and Red wines.

Sparkling Wines: This wine is generally considered to fall within the White wine category by many consumers.

Fortified wines: This is not yet made or regarded as quality wines.

Further, all the wines available in the above categories are divided into following three categories:

Domestic Indian Wine: This is the wine, which is produced from Indian grapes and bottled in India by the domestic wineries.

Foreign Bulk Wine Bottled in India: A few large domestic producers import bulk wine and bottle it in India.

Foreign Wine Bottled in origin: More than 200 brands are currently available in this category and they are imported by Domestic players, Importers and Foreign players.

Factor Responsible for Growth in Domestic Consumption of Wine in India

Changing Fashions: Wines are considered fashionable, upmarket and sophisticated. Wine is now de rigour at most society dinner parties, amongst Bollywood actors, and women in many of Bombay's four thousand bars (Guinard & Marti, 2007; Chandra, 2004). Wine is also a definite presence at most weddings and anniversary celebrations which indicates that, although it is not yet an everyday product, it is starting to become a lifestyle oriented (Singh, 2005).

Role of Imported Wine: Imports are a style statement, particularly in the large Indian cities, where it is the fashion to raise a toast with a glass of Chardonnay or Bordeaux. The high cost of foreign wine, being particularly expensive in India, is consumed mainly by English speaking, Western-educated men and women. The average Indian wine consumer tends to be a young professional, internationally oriented city dweller. This is backed by research which shows that Bombay is the largest wine market, followed by Delhi, Bangalore and Goa, which between them account for nearly 75% of all imported and premium wines (Chandra, 2004).

Wine Appreciation Courses: With Indians are building up a powerful thirst for wine, bar owners and wine producers are establishing wine appreciation courses. They are also training their staff in the art of pairing wine with food. Health - Guinard and Marti (2007) found in their research that Indians perceive wine as a healthy drink, indicating that Indian media efforts to position wine as beneficial to health over the past decade are bearing fruit.

The Importance of on-Consumption: Whilst there has been growth in the development of retail supermarket chains in India, research shows that restaurants, five-star hotels, pubs and bars are the main wine selling outlets and contribute 63% in total sales (Guinard and Marti, 2007).

Variety of Wine: The number of wines on offer to consumers has increased considerably. In 2004 there were over 200 wine labels available on Bombay retail shelves – up from 30 numbers two years previously. Not only have the number of available imported wines increased exponentially, the Indian producers, too, have introduced a number of new labels and wine styles (Chandra, 2004).

Emergence of Wine Clubs: Delhi has two wine clubs (the Delhi Wine Club and the Wine Society, Delhi); the Bangalore Wine Club has been around since 2001; there is the Chandigarh Wine Club & the Hyderabad Wine Club, and industry experts are receiving enquiries on a regular basis on how to start wine clubs. Furthermore, companies such as the Indian Wine Academy are regularly organizing wine events (Chandra, 2004). Specialized magazines such as *Sommelier India* and its popular blog have also been established. These all show that the Indian wine consumers are eager to learn more about wine, and education is a prime marketing tool for the wine industry. Rabobank (2008) report that the experimental behaviour and curiosity among consumers for wine are leading to growth in the Indian wine market

Government Involvement in the Wine Industry: There has been growing interest from the government to shape the Indian wine industry as a result of the impressive growth experienced in wine production over the last six years – growing on average by 25% each year. This growth has stimulated significant interest from entrepreneurs, foreign liquor companies, and private equity firms.

Decline in Import Duties: Customs duties have been reduced by 8 – 12% with the elimination of the 4% “special additional duty” from February 2004, and while duties remain very high at 140% - 250%, they have been partly offset by hotels starting to import duty free wines (Chandra, 2004). The forward-looking ‘Grape & Wine policy’ of the Maharashtra government has been further liberalised with the elimination of both excise duties as well as sales tax on wines produced within the state. This is expected to decrease wine prices and increase volumes sold. Other states are also actively considering introducing similar policies (Chandra, 2004).

Marketing Strategies: Indian consumers are gaining awareness about wine due to improved marketing and distribution strategies (Rabobank, 2008). A common marketing strategy revolves around sampling, which provides consumers with the opportunity to try various different types and brands of wines in restaurants and bars. Improved marketing techniques and increasing awareness about wine in India is not only increasing the consumption of domestic wine but also giving benefits to new brands.

Wine Market in India

Religion still has a stronghold on the overall drinking patterns of Indians, as well as the various social taboos related to drinking (Singh, 2005; Chandra, 2004).

The sporadic growth within the industry means that many areas of the industry have escaped formal supervision. The wine industry is at a stage where it needs support and encouragement more than strict disciplining (Singh, 2005).

The government needs to establish a competent national authority to govern and guide local wine activities (Singh, 2005). It is unlikely that wine will become a drink of the people in rural areas .

Every state in India has a different set of regulations – much like the USA. Furthermore, although India's economy has gone through a liberalization process, local governments tax wines heavily (Guinard & Marti, 2007; Singh, 2005).

In summary, India has experienced positive socio-economic growth for most of the new millennium, which together with a number of other salient factors has fuelled the growth in wine consumption among the local market. This trend has shown no signs of abating and it appears that a great deal of effort is being placed in a number of areas in the industry and the Indian market in order to support the future growth of wine in the country.

Wine Consumption Pattern in India

India's wine consumption is rapidly increasing and is forecasted to grow at a compounded annual growth rate of 27 per cent from 2010-12. India has emerged as one of the fastest growing markets for wine consumption on the global map.

With a population base of over 1.1 billion, the consumption of wine is extremely low, indicating vast potential for future growth. Besides low consumption level, various other factors such as increasing disposable income, amplified wine marketing and influence of western cultures have given a new turn to the wine consumption pattern in India.

Domestic v/s imported wine

The Indian Wine market is largely dominated by domestically produced wine and imports account for a less share in the total consumption. The sales of domestic wines will continue to dominate the Indian wine market over the forecast period, but high growth will also be seen in the consumption of imported wine. The consumption of imported wines will rise at a CAGR of around 33 per cent during 2010-2012, well above the industry's overall growth.

The wine market in India today is still in its nascent stage. The industry is just over one million cases of wines manufactured in India and 0.15 to 0.2 million cases of imported wines. The value of the Indian wine market is around 2 per cent of the total alcohol beverage industry. A lot needs to be done in terms of education, the scenario is changing rapidly: A large number of Indians have the right consumer profile to embrace wine as a lifestyle beverage. Once the privilege of the educated elite, today's potential lies among the growing middle-class who enjoying increasing disposable income, tourism and women consumer

The rise in consumption can also be attributed to factors including the perception of health benefits produced by wine, the fact that wine is lower in alcohol than spirits, in addition to the 'lifestyle' image. India is switching from whiskey

to wine and beer. More and more people are drinking wine, every new restaurant that opens in the cities has a wine list, and awareness is growing fast. Women are drinking in much bigger numbers, and often their first choice beverage is wine. The movies reflect this change, with Bollywood actresses routinely seen drinking wine! The wine consumption is expected to grow at a rate of 30 per cent in the next 10 years. This growth is not only sustainable, but could even be conservative if duties were lowered. In the next ten years the wine consumption could reach more than 10 million cases. Presently most of the imported wine comes from France, Italy, Australia, Chile, USA, South Africa and New Zealand. France has the biggest market share of approximately 40 per cent, followed by Italy (15%) and Australia (12%).

Table 3: The Table Shows the Consumption Pattern in India

City	Consumption IN PERCENTAGE
Mumbai	39
Delhi	23
Bengaluru	9
Goa(specially Foreign Tourist)	9
Rest of India	20

Table 4: Shown Test Preferences of Wine in India

Types of Wine	% Consumption
Red Wine	45
White Wine	40
sparkling wine	13
Rose Wine	2

Factors Playing a Role in the Consumption of Wine

There are many factors that play a role in the consumption of wine and it is often the unique combination of factors rather than individual factors which have the biggest impact.

The major factors pertaining to wine consumption are: 5

Political / Government – Legislation shapes the liquor industry by controlling the manufacture, supply, and distribution of wine. Licensing of the wine product as well as that of premises authorized to sell wine influence the accessibility of wine. Furthermore, a country regulates imports and exports by imposing duties and taxes, which influences prices and therefore, to some degree influences the volume of wine sold. More far reaching interventions by government can ban alcohol in its entirety as demonstrated in the world of Islam and by the Prohibition in the USA between 1920 and 1933. The legislation also determines the alcohol content of wines in every country which ultimately has an impact on consumer behaviour.

Economy – The level of real GDP has been shown to have a significant influence on the consumption of wine (Customs Associates Limited, 2001). Furthermore, the generation of wealth within society from good government economic policy benefits wine producers and marketers. The main findings and implications of research conducted in Australia indicate that the expenditure elasticity for wine is greater than unity. This implies that as total expenditure on alcohol increases (which is to be expected as income grows), wine consumption will also increase (Chang, Griffith, & Bettington, 2002).

Marketing – The influence of the elements of marketing on consumption trends is well documented and has led to an industry of merchandisers and advertisers. The perceived impact of wine labels on consumer purchasing behaviour is also evident (Lunardo & Guerinet, 2007).

Social – The status of a number of social factors in the country influence consumption, including: the number of people of wine drinking age, social status, age (for example young people drink less wine than older people in France), unemployment rate, and consumer household role structures (Customs Associates Limited, 2001).

Government Supports for Wine in India

In some measures, there has been a trade-friendly atmosphere developing. For example, the **Delhi government** has liberalized licensing laws to allow private stores selling fruit, vegetables and groceries to retail wine. The decision is expected to significantly boost sales and increase the visibility of wine. And earlier last year, **Karnataka** took a significant step by issuing the country's first ever 'wine policy' allowing the sale of liquor products in marts and malls. According to some estimates, the sale of wine has increased to 2.5 million litres in the state. At the end of the day, wine is being promoted as a family drink, an entirely new concept in India, where drinking of any alcoholic product is still viewed with a significant amount of prejudice. But these new measures have also triggered a growth in areas under grape cultivation.

India, the 5th largest wine-drinking nation in Asia, posts the largest growth in consumption: 327% from 2004 to 2008, then 97% between 2009 and 2013.

India has become the 10th largest growth nation for wine consumption, in value and volume terms, for the period 2009-13, according to the Vinexpo/IWSR 2010 study. In 2008, wine consumption in India reached 1.449 million 9-litre cases, equivalent to 17.38 million bottles, and an increase of 372% compared to 2004. (**Vinexpo/IWSR 2010 study**)
<http://www.ambrosiaindia.com>

Madhya Pradesh Govt. to give some relief to farmers-turned-vintners in Titri village of Ratlam district (300 km west of Bhopal), the Madhya Pradesh government has asked the promoters of Patel Wine & Fruit Processing Industry Pvt Ltd to retail wine on pilot basis. Depending on the success of the pilot project, retailing of wine will be allowed across the state. "A proper policy will be framed at a later stage for retailing of wine in the state," a well-placed official in the state commercial tax department said. Patel Wine is the sole winery in the state and claims to have received support from various countries for a taste of its wine. <http://indianwine.com/> Published Jun 13 2010, 12:56 PM by anisha sharma

Governments in the producing states of **Maharashtra, Karnataka and Goa** have taken steps to support the domestic wine industry by reducing or eliminating excise duties on wines produced in the state, easing distribution restrictions and providing fiscal incentives to establish wineries and vineyards. These states have also imposed stiff excise taxes on imported wines and wines from other states. In addition, Maharashtra has eased the licensing requirement and regulations for establishing wineries and wine retail outlets and established two wine industrial parks to facilitate investment in the industry. **USDA Foreign Agricultural Service (Global Agricultural Information Network) Gain Report Number IN2162, December, 2012**

Trade Shows and Promotions in India for Food Industry

Most major wine producing countries is actively promoting their wines in the Indian market, either via trade associations or individual firms. Events are usually dinners or wine tastings and target importers, hotel food and beverage buyers and restaurants. These targeted promotions can help to expose prospective customers to the wines of a particular country or winery. Trade shows have also been a popular vehicle for foreign wine exporters in recent years with a number participating in food shows such as Annapoorna in Mumbai or Fine Food in Delhi. While trade shows are important tools in assessing market potential and establishing new contacts, to get the most out of a visit to India, exporters may want to consider combining a trade show visit with targeted meetings and/or a separate trade promotion for their wines. Wine exporter participation in food shows appears to have diminished over the past year. The following is a list of trade shows that may be of interest to wine exporters.

- **AAHAR International Food and Hospitality Fair:** Annual show held during March in New Delhi, little or no wine exhibitor presence.
- **Annapoorna World of Food India:** Annual show held during September in Mumbai with a limited wine exhibitor presence.
- **Fine Food India:** Annual food show held in New Delhi during December that actively works to promote wines as part of its show profile
- **Food, Hospitality World:** Annual food show held three times a year in Mumbai (January), Bangalore (June) and Goa (October). The Focus is on the hotel and restaurant sector. Wine exhibitors have been limited, but the organizers are keen to increase the wine profile.
- **Food and Grocery Forum India:** Annual show generally held during December in Mumbai. The show does not currently have a wine presence.
- **India Hospitality Expo:** Annual food and hospitality show held in Goa in September with little wine presence.
- **Ind Spirit:** Biannual conference and exhibition held during March in Mumbai. The focus is on all alcoholic beverages, including wine.
- **India International Food and Wine Show:** Last held in 2009, returning in February 2013 in Gurgaon outside of Delhi.
- **Mumbai Wine Tasting Festival:** Annual show in Mumbai that caters to consumers—more appropriate for brands with established local distributors.
- **Upper Crust Food and Wine Show:** Annual show held in Bangalore (September) and Mumbai (December). The shows are sponsored by —Upper Crustl magazine and cater to consumers. These shows might be appropriate for companies that are already established in India.

Future of Wine Industry in India

So, what does the future hold for the Indian wine industry? There are a lot of factors that have to work in favour of the industry and there are some which may go against it in the beginning, but ultimately will help in developing the wine culture in the country. One of the most important aspects would be wine education. Educating the consumer about wine is what the need of the hour is. And the media too have a major role to play in this. **Ravi Jain (Grover Zampa Wines Ltd)** says, "Times are changing. Since last 5-6 years, the media have contributed a lot in promoting wine culture in the country. However, there is a restriction when it comes to alcohol advertising. So, we have been experimenting with different mediums like events, sponsorships, and tastings to promote our wines and educate the customer. Wine schools are the future. Wine tourism could also be a full-fledged area of operation in the country in next five years. At present there are only 2-3 wine companies who are holding tasting events, music festivals and grape stomping events. But in the next few years, wine tourism will be an important segment."

The consumer buys what it sees in the menu. The major points of contact with the consumers are hotels, bars and restaurants. However, not many places prefer to have Indian wines in their menu. The non-availability of Indian wines in various hotel and bar menus is acting against the industry. "The fact that most of the five star hotels and stand-alone fine dining places or bars do not prefer to include Indian wines in their menu is a worry," says Ravi Jain. Most of the time the wine list includes wines from all across the globe like Italy, France, Spain, California, Chile, New Zealand, South Africa and Australia but may be one or two Indian wines. It's high time that the hospitality industry pays attention to wines produced in India.

LITERATURE REVIEW

- "Comprehensive Study of the Indian Wine Market," prepared for Wine Institute by JBC International. James Gore at jgore@moinc.com

In this study of wine market in India firstly given idea about Indian social, demographical, cultural and consumption environment of Indians and then given emphasis on agricultural environment for grape production and informing about wine producing state policy and govt. Supports, promotion strategy, etc.

This study also highlights about what are the opportunities and challenges are there in India for wine and have done SWOT Analysis for wine market. Study also given sharp details about wine institutes and club's working in India.

A very clear picture of Domestic producers and a Bottle in Origin (BIO) or imported wines have been highlighted on this study with all legal and procedural requirements and govt. policy with TAX framework is discussed.

Overall, this study is very meaningful for wine lovers and those people who are very much interested in making career in the wine industry in India.

- Wine tourist motivation and the perceived importance of services cape: A study conducted in Goa, India

This paper informed about the relationship between the type of wine tourist motivation and how much importance wine tourists motivated by each type give to the wine services cape. The main assumption is that wine customers attract by the secondary motivators like socialization and entertainment consider services cape as more important to their satisfaction than their counterparts driven by the primary motivators like wine tasting and wine buying. Empirical examination

conducted among wine tourists visiting Goa proves this assumption. **George, B. P. (2006)**

- Consumer behaviour for wine 2.0: A review since 2003, and future directions Larry Lockshina, *, Armando Maria Corsi

“Researchers have repeated many areas of marketing research using wine as the product and found in most cases, wine is not that different than other products. Researchers need to think more about the theoretical gaps in the literature beyond just wine. Wine, as a product category, does offer a degree of complexity that not many other categories can claim. Wine is a beverage. Wine is a socialization tool or a way to celebrate an event. Wine tells us about the history and culture of a country. Wine is a symbol of prestige. Each of these features is also inherent in other categories, so we should use that as our starting point”. **Lockshin, L., & Corsi, A. M. (2012)**

Five hundred and twenty one regular wine consumer has been used in the study in three German cities in 2005 for knowing facts about what are the reason and factors for purchasing the wine and the result shows that first choice hedonic liking of white wine in blind condition, than four product attributes as region of origin, grape variety, brand and packaging style and informed condition. **Mueller, S., & Szolnoki, G. (2010)**

Another study is done in 18-30 year young adult in the UK and France, knowing the facts about purchasing behaviour and get result suggested that in only one wine consumption situation do young adults, wine consumers behave in the same way, their acceptance of the synergy between wine and food and other environment is totally different as bars, pubs and clubs differs including gendered differences. This study also suggested about international cultural similarities and differences also an important factor for wine consumption and purchasing behaviour.

This study also looked at price as an important element in wine purchasing. They used focus groups to try and understand the ability for wineries to get consumers to trade up in UK supermarkets, where wine is typically sold using price promotions. Their interest is the low involvement, supermarket shopper, typically buying wine like other grocery items. They found that the way supermarkets communicated wine and focused on price discounting caused the focus to be on price and not on other attributes. **Ritchie, C., & Valentin, D. (2011)**

In this study 1050 adult wine consumers were interviewed about their perception that wine is healthy, their demographic characteristics, and consumption patterns. Results indicated those most likely to perceive wine as healthy were older males with a higher income, but the strength of association was weak. Those perceiving wines as a healthy drink, had a higher frequency, but not the volume of consumption. **(Saliba, A. J., & Moran), C. C. (2010)**

In 2013, Indian consumed 1.10 million cases of wine, in which red wine was leading in the segment with 0.67 million cases, while white wine and rose wine were 0.37 million cases and 0.06 million cases respectively. The rest is sparkling wine like Champagne.

India is 11th Biggest Wine Consuming Country in Asia-Pacific, it said.

"Pushed by the local production, the consumption of white wine should also increase by 71 per cent in the same period. Furthermore, the study forecasts that Indian sparkling wine consumption would be double in the next five years," it said.

The report further added that the share of imported wine would also increase from 0.28 million cases in 2013 to 0.48 million cases in 2017.

"Presently, one bottle of wine out of four consumed in India is imported," the study said.

According to the survey, Indians are likely to drink 1.15 million cases of red wine and 0.63 million cases white wine by 2017. The intake of rose wine is expected to be 0.10 million cases.

"More than 61 per cent of the wines drunk in India are red and this segment is expected to grow by 71.6 per cent between 2013 and 2017," the study said.

"Many factors are behind it as there is a rise in the salary in the country, people are travelling to the West, local production is increasing and people are becoming sophisticated. For similar reasons, wine consumption in China has increased. It triggers demand in any country," Vinexpo Chairman of the Board Xavier De Eizaguirre told PTL.

METHODOLOGY

The present investigation is an empirical study of Consumer about one in which purchasing behaviour and Consumption behaviour for wine is focused. The methodology used in the study is through a questionnaire, which has been given general public.

Objective of the Study

The main objective of the study is to create a general awareness about wine and its clinical benefits to take than to take sprits like whiskey, Rum, Gin and vodka etc which are very harmful for our health as well as for the society for that knowing individual consumption behaviour and purchasing habit in the Gwalior region.

The Sample

The sample size is 50 individual respondents.

Tool for Data Collection

The primary data has been collected from Hotel Central Park, Regency, Landmark Bars and some important shops from individual respondent through self designed questionnaire.

Data Analysis

Reliability test for measuring the internal consistency of questionnaire, Factor analysis has been used to determine underlying factors. Describing the Data (Empirical Statistics)

Data Analysis Tables

Table 5: Factor Analysis Table

Factors name	Total	% of Variance	Item Converged	Loading
Unawareness	4.542	17.468	Wine is costly	.764
			Wine has no taste	.743
			Take all Sprints not wine	.707
			Unaware of wine drinks	.567
			Regular take wine	.555
			Take for intoxication	.555
			Unawareness of sprints	.515
			Occasionally Drinkers	.471
Health Benefit	3.348	12.877	Wine is not harmful	.870
			Good in hepatizer and cardiac problems	.780
			Doctors advice for wine	.698
Unconsciousness	3.098	11.915	Offer by somebody else	.854
			Both wine and spirits are same	.800
			Wine take for some change	.710
Awareness	2.276	8.753	Know about clinical Benefits	.861
			Know about health Benefits	.769
			Take every drinks	.431
Availability of Drinks	2.059	7.918	Unknown about wine preparation	-.771
			Take wine because not more sprints	.736
			Take wine when available in parties	.593
Occasion and parties	1.838	7.071	Getting fun and relax	.863
			Take in parties and occasion	.685
Habits of Wine only	1.582	6.084	Take wine only	.776
			Did not take wine because of no fun	.710
Depends on others	1.283	4.936	Drinks regularly	.813
			Do not take wine because of others	-.602

Unawareness- the First Factor which Emerged Out is Unawareness Having a Total of 4.542 and Variance of 17.468.

The Items which Converged into this Factor are-

- Wine is costly having loading value of 0.764,
- Wine has no taste having loading value of 0.743,
- Take all Sprints not wine having loading value 0.707 ,
- Unaware of wine drinks which has loading value 0.567
- Fifth and sixth item is Regular take wine and Take for intoxication which has loading value of 0.555 each,
- Unawareness of sprints is which is having loading 0.515.
- Occasional drinkers which is having loading value of 0.471.

Health Benefits-Second Factor is Health Benefits Having a Total of 3.348 and Variance of 12.877, and the Items Come Under it is-

- Wine is not harmful having loading value of 0.870.
- Good in hepatizer and cardiac problems having loading value of 0.780
- Doctor's advice for wine having loading value of 0.698.

Unconsciousness-Third Factor is Unconsciousness Having Total of 3.098 and Variance of 11.915, and the Items Come Under it Are-

- Offer by somebody else having loading value of 0.854.
- Both wine and spirits are same having loading value of 0.800.
- Wine takes for same change having loading value of 0.710.

Awareness- Forth Factor Emerged as Awareness Having Total of 2.276 and Variance of 8.753, and the Items Under Are-

- Know about clinical benefits having loading value of 0.861.
- Know about health benefits having loading Value of 0.769.
- Take every drinks having loading value of 0.431.

Availability of Drinks is the Fifth Factor having total of 2.059 and Variance of 7.918 and the Items Come Under it are-

- Unknown about wine preparation having loading value of -0.771.
- Take wine because not more sprits having loading value of 0.736.
- Take wine when available in parties having loading value of 0.593.

Occasion and Parties is the Sixth Factor Having Total of 1.838 and Variance of 7.071 and the Items Covered in this are-

- Getting Fun and Relax having loading value of 0.863.
- Take in parties and occasion having loading value of 0.685.

Habit of Wine only is the Seventh Factor Having Total of 1.582 and Variance of 6.084 and Items Covered are-

- Take wine only having loading value of 0.776.
- Did not take wine because of no fun having loading value of 0.710.

Depends on Others is the Eight Factor Having total of 1.283 and Variance of 4.936 and Items Come Under it Are-

- Drinks regularly having loading value of 0.813.
- Do not take wine because of others having loading value of -0.602.

Table 6

Rotated Component Matrix ^a								
	Component							
	1	2	3	4	5	6	7	8
VAR00012	.764							
VAR00010	.743							
VAR00001	.707						-.404	
VAR00011	.567						.431	
VAR00009	.555						-.401	
VAR00007	.555							
VAR00026	.515							
VAR00005	.471					.418		
VAR00015		.870						
VAR00016		.780						
VAR00018		.698						
VAR00023			.854					
VAR00024			.800					
VAR00020			.710					
VAR00014				.861				
VAR00017				.769				
VAR00002	-.424			.431				
VAR00025					-.771			
VAR00019					.736			
VAR00021					.593			
VAR00006						.863		
VAR00022						.685		
VAR00003							.776	
VAR00008							.710	
VAR00004								.813
VAR00013				.486				-.602
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 16 iterations.								

Table 7

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.542	17.468	17.468	3.617	13.913	13.913
2	3.348	12.877	30.345	2.742	10.547	24.460
3	3.098	11.915	42.260	2.598	9.993	34.453
4	2.276	8.753	51.013	2.445	9.404	43.858
5	2.059	7.918	58.931	2.342	9.006	52.864
6	1.838	7.071	66.002	2.138	8.222	61.086
7	1.582	6.084	72.086	2.097	8.064	69.150
8	1.283	4.936	77.022	2.047	7.872	77.022
9	.963	3.705	80.727			
10	.884	3.401	84.128			
11	.742	2.853	86.981			
12	.604	2.323	89.304			
13	.563	2.166	91.470			
14	.441	1.698	93.168			
15	.433	1.667	94.835			
16	.346	1.330	96.164			
17	.306	1.178	97.343			
18	.196	.754	98.097			
19	.163	.626	98.723			
20	.116	.447	99.170			
21	.108	.414	99.584			
22	.070	.270	99.854			
23	.027	.105	99.959			
24	.008	.029	99.989			
25	.003	.011	99.999			
26	.000	.001	100.000			
Extraction Method: Principal Component Analysis.						

LIMITATION OF STUDY:

There is no research study without limitations. There are some limitations of the present study “Consumer study about wine: Consumption and Purchasing Behaviour”. These limitations are as follows:

- The survey conducted was only confined to specific places in Gwalior result may vary, if covered entire region as well as National label.
- The sample size is also very small which may vary the result.
- Wine culture is reaching to the peak in India and wine is being taken by male as well as female, both, but here in Gwalior region, it is limited to male only so that female views could not be covered.

- Some people are not given his views because they feel both wine and spirits are same and harmful to take.
- Because of time constraint, the survey is not fully covered to whole societies.
- Doctor's views about wine are not collected on a local label.

Scope of Further Research

As the survey conducted was only confined to Gwalior region results may vary if the research is in conducted in other parts of India. If the survey is conducted in the whole India result may substantially differ. Furthermore, the study was limited to finding the consumer purchasing and consumption behaviour, but the study can be extended to the consumer psychology, consumer awareness, wine entrepreneurship, Govt. Role and clinical effects of wine also.

Summary

This study covered the initial behaviour of those people who have taken all spirits and wine booths and trying to know, what they know about wine and also the main objective of the study is to provide some important facts about wine and educate the people so that wine culture could be developed in our region and could develop the wine as the alternate product to take as compare to sprits (Whiskey, Rum, Gin, Vodka etc.) Which is very harmful for our health and society as well.

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