

WINERIES IN INDIA: A STUDY ON FACTORS AFFECTING CONSUMER PERCEPTION

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Abstract:

This paper is a study to understand the factors affecting the perception of wine consumers in Uttar Pradesh towards wine. It helps to study the factors that are responsible for the overall growth of wine market in Uttar Pradesh and also to create awareness among wine consumers. In this research it is found that wine culture in Uttar Pradesh is still at its development stage. There is positive inclination of consumers towards wine consumption, however, more efforts are needed to create awareness about the wine.

Keywords: Wine Culture, Wineries, Consumer perception.

Introduction:

The Indian Wine Market had a prolonged and prosperous history. The Wine Market in India faced many highs and lows but at present situation it is growing steadily. Cities like Delhi, Mumbai, Chandigarh, Bangalore, Chennai etc. account for majority of wine consumption in India. Favorable government policies, suitable tax structures, rising disposable income, growth in tourism sector etc. are certain reasons for burgeoning Indian wine market. 65 per cent of the total volume of wine consumed in India is produced locally in states like Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, Punjab. India has become a strong contender in the global wine business as wine made in India is vying with the best quality wine producers and consumers. The Wine Industry of India is at its introduction stage of its life cycle and a small winery can be started in India with an investment of about \$44,000. Champagne Indage Ltd. was India's largest and oldest wine company, established in 1982. With vineyards spread over 2500 hectares, Champagne Indage has its facilities in Nasik and Narayangaon, with 20 varieties under cultivation and over 137 varieties under plantation. It had its presence across the globe with 10 offices. They have 43% market share in India. This is followed by Sula Wines, Sula has rapidly established itself as India's leading premium

wine brand. Sula has expanded from the original 30 acre family estate to about 1500 acres (owned and contracted) under plantation, both in Uttar Pradesh as well as in nearby Dindori, India's upcoming wine region. In addition to having a wide national distribution network within India, Sula also exports its wine internationally, as well as importing and distributing wine from leading producers worldwide. It has 33% market share.

Need for Study: This paper is a study to understand the factors affecting the perception of wine consumers in Uttar Pradesh towards wine. This will help to study the factors that are responsible for the overall growth of wine market in Uttar Pradesh and also to create awareness among wine consumers.

Literature Review: R.K.Srivastava (2012) in his paper tries to find out the consumer perception towards wine in emerging market like India. Design/methodology/approach: This study is based on questionnaire administered to respondents in the city of Pune, which is the largest producer of wine in India and SARC countries, and Mumbai-the financial capital and mini India due to its population mix in the second phase. Total 280 respondents from both the cities of different age groups participated in this study. 150 are from Mumbai. It was a descriptive study. Findings: There is no wine culture in India. Age groups of 25 to 35 consume wines more compared to others. There is lack of awareness about the various types of wines and their consumption pattern. The most preferred brands are from Australia, Chile followed by France in India. Managerial Implications: This research helps to develop a framework for consumer-centered planning. Small wineries managers can evolve strategic marketing management based on contemporary developed consumer behavior and country-of-origin effects. Originality/Value: This is the first study to address on consumer perception towards wine in India. Since wine industry is in infancy stage in India, the present study represents an important contribution to understanding the interface between commercial interests and consumer's perception towards wine.

Research Methodology:

Sampling Frame:

For this study the researcher would be collecting the information from wine consumers.

Objectives: The major and the most important objective of this research are:

1. To evaluate the perception of Consumers towards the wine as compared to other Drinks.
2. To analyse various factors affecting the perception of the consumers while selecting the wine.

Sources of Data:

Secondary data shall be collected from published/unpublished literature on wine, latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

Findings and conclusion: During the research it is found that wine consumption in Uttar Pradesh is still at its growth state. The preference and liking towards wine is growing and the reason behind this is palate of beer consumption is high in this part of the country. Wine is mostly preferred by consumers of the age group of 35-55 years. Another reason is found to be lack of awareness about various wine products among consumers. Among the various wines, red wines are mostly preferred followed by fruit wines.

Overall it is concluded from the research that wine culture in Uttar Pradesh is still at its development stage. There is positive inclination of consumers towards wine consumption, however, more efforts are needed to create awareness about the wine.

References:

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