

Research Paper on Perception Study of Pune Wine Market Culture from the Consumer's Point of View

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Abstract

The wine industry in Maharashtra is rapidly developing scene last 10 years in terms of the area, production & marketing of wines. Cities restrained major wine consumption. Yet, there is an increasing awareness about wine as a product in the domestic market. Result increase of wine consumption, & the number of wineries in international and domestic brands in state scene 2007. The disposable income in hand & ease of travelling has led to adopting global cultures and lifestyles; appreciating good wine and its consumption is one of them.

Keywords: Research, Interaction, Challenges, Development, Hospitality, Tourism

INTRODUCTION

This paper is a study to understand the perceptions wine consumers in Pune city have about wine ie Pune Wine market culture from the consumer's point of view. Through this paper we have tried to collect the consumer behavior pattern toward wine & there perception about wine.

NEED OF STUDY

This paper will focus on consumer behavior in wine consumption & identify the wine perception in current market culture. This will also help to identify the reasons of overall growth in wine market in Pune city. This research paper will help to create awareness among wine consumers.

LITERATURE REVIEW

Research paper on 'Perception Study of Wine Market Culture of an Emerging Market-India- Will it Emerge

from Infant to Growth Stage?' by R.K. Srivastava, Professor and HOD SIMSREE, University of Mumbai, India, 2013

The research paper is based on study of wine consumer pattern in reflex to wine as beverage. The paper gives details about wine consumption of domestic & imported wine & preference of consumers respectively. The researcher says Indian consumers do not have wine culture, lack of awareness of wine in consumers. This paper is consumer centric & developed in prospective to provide guideline to domestic wine consumers & manufacturer.

Article on Gimme Red: Wine Consumption On a Rise in India by Myra Vineyards founder and managing director Ajay Shetty. (Jun 19, 2015) By Ritwika Gupta - <http://www.indiantelevision.com/exec-life/food/spirits/gimme-red-wine-consumption-on-a-rise-in-india-150226>

Article talk about the experience of Ajay shetty director of Myra vineyards founder, Pune based wine enthusiast B Shankaranarayan, writes restaurant reviews for BBC Good Food India Magazine and who organizes wine festivals, & Vallonne Vineyards, CEO, Shailendra Pai, the wines industry in India has grown, pune wine market is matured with addition on quality wines produced domestically, concept like wine festival boutique vineyards getting introduced & successfully running in market. This article focus on production of quality wine.

City makes a fashion statement with wine: The Times of India City Times: DileepAthavale | TNN | Sep 2, 2008. Pune:

The above article emphasizes talks by Beatrix Bazala, wine trainer from Austria, who is on India tour hosted by Chateau Indage. He mentions that the lively young India with the diversity has the chance and right attitude for wine consumption. Further to progress on the wine

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culture, exploring in the right direction and knowledge will help the Indian society grow. According to Mr. Beatrix, wine consumption is not only the consumption of alcohol but is the influence of the culture. To mention the example, French kids are well versed with their wines, due to the factors like culture, traditions etc.

Food writer and wine enthusiast Jyoti Balani said Pune has been a high-priority market for wine makers in the country and overseas, thanks to its high disposable income and increasing young population.

Pune goes high with wine: the Times of India: TNN | Aug 12, 2007.

Pune: According to the comparative survey of the current financial year and corresponding last year, the city observed about 62 percent of growth in wine consumption. Sales of 90,000 liters of wine between April & July (2007-08) was reported by the state excise department, which was 30 percent more when compared against sale of 55,000 liters (2006-07). Based on the above difference of sale of wine, rise in wine consumption is expected by the end of the current year. The title of the article is self-explanatory as Pune district solely is home for 11 wineries, which have good reputation in the market. Mr. Vijay Chinchalkar, Superintendent of State Excise Department, also mentioned about 40 wineries located in different districts like Nashik, Sangli. Pune is currently popular or known for the InfoTech (IT) companies and different MNC's. This technological boom plays vital role in the change of economic of the city, influenced culture and social lifestyle of the people. Changes in lifestyle includes eating and drinking habits. The lifestyle pattern has increased socializing with friends and family. Overall, this further reflects in the rising public consciousness towards wine and its consumption.

The state's approach to promote wineries as a means of alternative income for grape cultivators has only contributed to the growth. "A total excise disclaimer, i.e. zero per cent tax, is in effect for units producing wine in Maharashtra," Chinchalkar said.

Wine Consumption enjoys Exponential Growth in Pune: Subhash Arora August 12, 2007.

After metros it is now the second tier Indian cities that are enjoying an exceptional boom. Pune, riding the wave of growth in the IT sector, enjoyed an increase of 62 percent sales of wine in the first quarter of 2007-08, as

compared to the same period last year. The excise records show a sale of 10,000 cases of 9 liters each in April-July in 2007 compared to 6,100 during the same period in 2006. About 90% of the Indian wineries are located in Maharashtra. Several political bigwigs own land giving a further motivation to the wine industry development. There is a good reason for this immense growth. With the growth in wine industry, the zero tax percent was loss, which was recovered by declaration of special excise policy declared in 2001. With introduction of this policy, exponential growth in sales of wine was considered and hence sales tax was deducted to 4 percent on the state-produced wines. Later, when the federal government shifted to 20% VAT, this benefit was withdrawn. Due to this policy, unhappiness of paying extra taxes is seen in the form of protest, but they still hope to reverse the current policy. However, excise duty of 150 percent applied on the manufacturing costs of imported wine has proved beneficial to the local growers to earn the profit.

Apart from the recent growth, change in lifestyle of people, knowledge; Pune district own only one exclusive wine bar known as "Athena" in Narayangaon. This exclusive wine bar is owned by the famous Chateau Indage. This proves that there more scope and opportunity to grow and come with different ideas to develop more places like Athena.

RESEARCH METHODOLOGY

Sampling Frame

For this study the researcher would be collecting the information from wine consumers. He would also gather the data from various wine outlets.

Sources of Data

- Primary data shall be collected from the universe mentioned above. For the purpose of interviews samples representing the wine consumers of Pune region. Wine outlets are the nerve part wine industry. Maximum data shall be collected from the people who frequently visit the wine outlets.
- 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.

Public Relations

The purpose of the study is to understand the Pune wine market pattern. This research study will explore and understand the pattern of wine consumption for Pune region. The questionnaire would consist of question related to demographics such as age, gender, occupation etc. These parameters of the respondent will be emphasized in order to understand the influence of same factors on the drinking pattern. Study of current status of wine market in Pune. This study will also reflect the comparative study of wine market in concern to various brand as well as consumer behavior in selection of Indian brand or imported brand along with impact factor.

OBJECTIVE

- The objective of the study was to find out the customer perception about wine in pune.

- To analyze the wine consumption outline in Pune.
- To identify the parameters influencing wine consumers behavior.

DATA ANALYSIS

The population for this study was the wine consumers in Pune city (Pune Municipal Corporation Limits) tapped at various wine outlets. Questionnaires were used as the primary data collection method.

Wine preferences & perception of the consumers is revealed by analysis of the data collected from wine consumers in Pune.

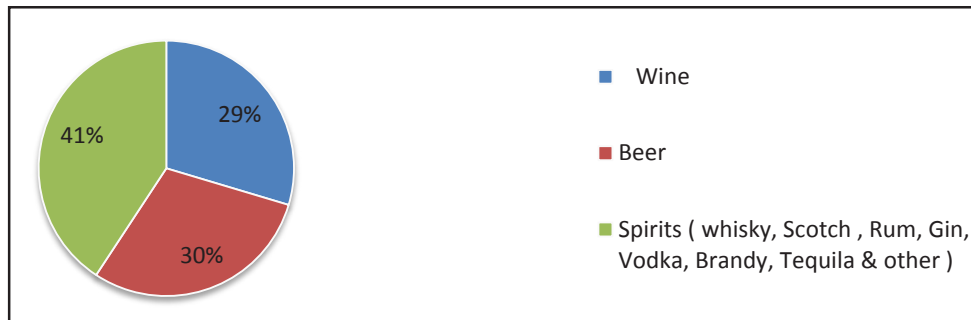


Fig. 1: Beverage Preference of Pune Consumers

As shown in figure 1, among the sample selected for data collection the wine consumers were up to 29%, were as

many of them have multiple preference of beer & other spirit for alcohol consumption along with wine. Spirit consumption is dominating in pune market.

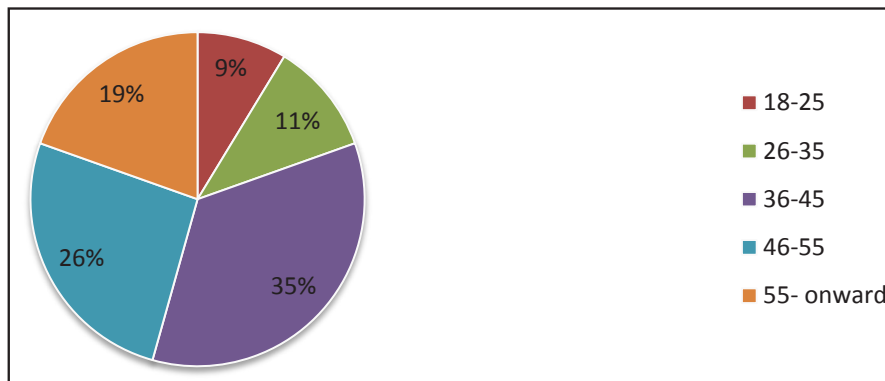


Fig. 2: Age Group Preference for Consumption of Wine

As shown in figure 2, wine preference is more in the above 30 year n below 55 year age group then the younger lot, as the age plays major role in developing the palate for

the wine drinking & liking. Marital status has no impact on consumer behavior. The wine drinking is mark as social life style in age group of 36 to 55 than just alcohol consumption.

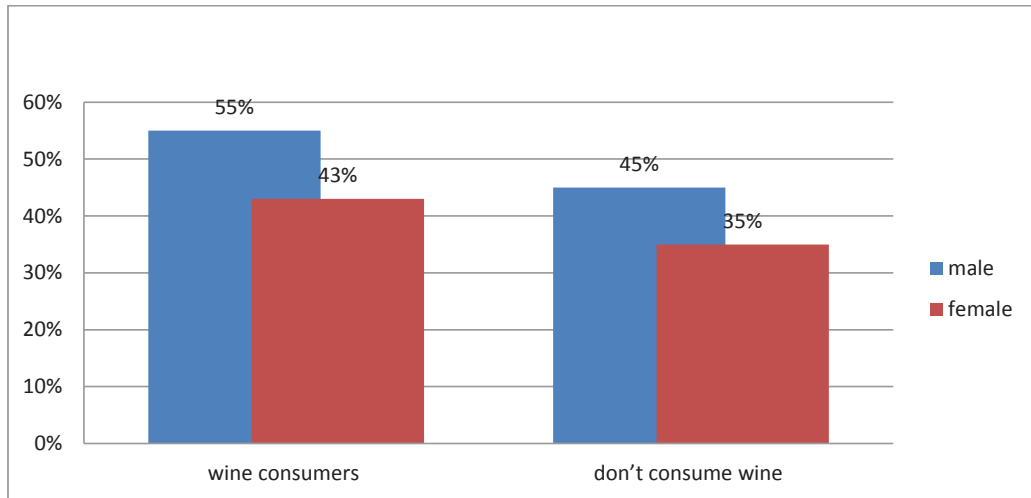


Fig. 3: Wine Consumption preference by Gender

As per shown in figure 3 the wine consumption is more in the females as compare to male. The averages 40% people do not prefer to consume wine both gender were males are in majority. The reasons for the not drinking wine were found as follows

- Lack of the knowledge about wine.
- Assumption of “wine is ladies drink.
- Compare to the spirits that are drunk with various mixtures, wine has a limited scope.
- Do not have palate for wine.

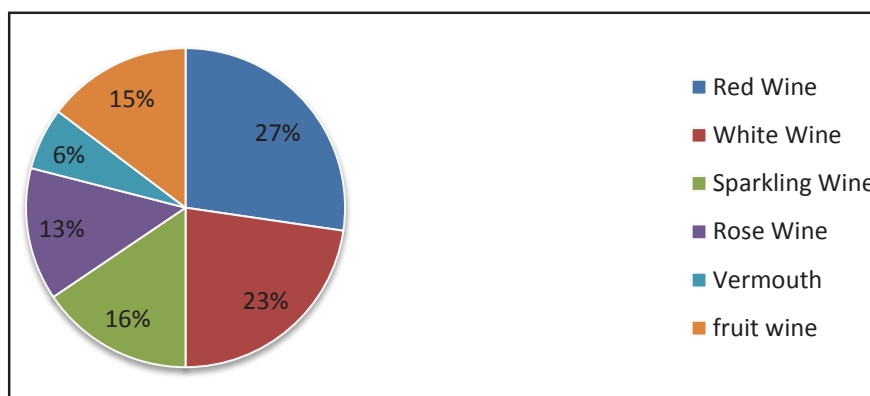


Fig. 4: Type of Wine Consumed in Pune

Figure 4 indicate the Pune consumers have palate for the red wine & white wine as compare to sparkling wines & rose wines. Fruit wines are at emerging as new trend in the wine consumers of Pune city. Domestic wines consumption almost 75% of total crowd remaining 25%

goes for imported wine on special occasions only. The fact noted here is improved wine marketing pattern has develop awareness & interest of consumers in domestic wine.

French wines & Italian wine are in selected by Pune consumers in imported wines.

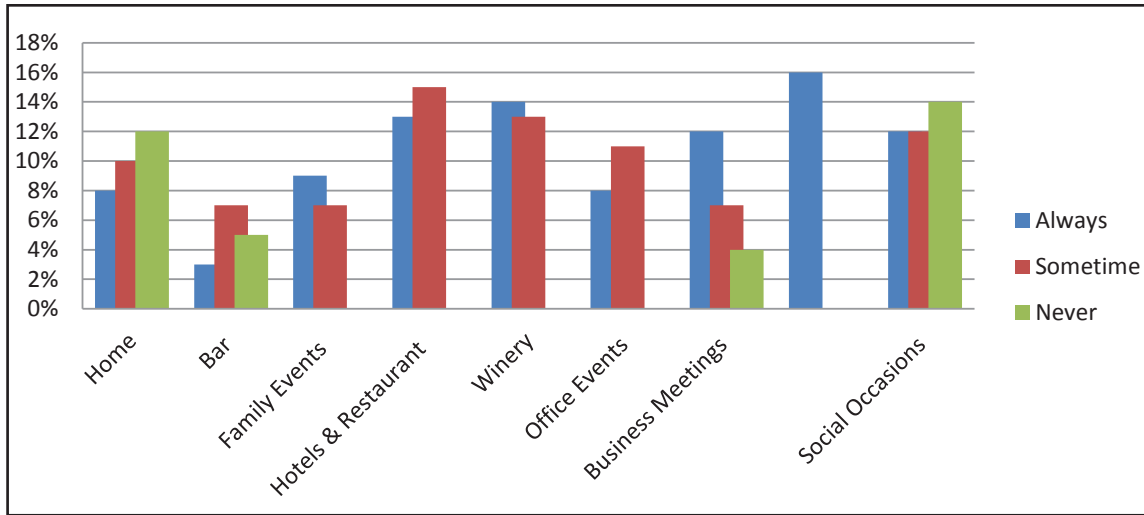


Fig. 5: Location or Occasion Preference for Wine Consumption

Consumption of wine by Pune consumers in restaurant, winery, wine promotion events/exhibition & office or social events in most common. It also reflects the dominating cultural impact & family principal for restriction of wine consumption at home & family events. The people consume the wine at home are mostly in the age group of 45 to 50. In other age group wine is selected for official event to enjoy the beverage as luxury drink.

Wine is least consumed in bar where other alcoholic beverages are served.

Majority of the Pune consumers drink wine at restaurant. Drinking at wineries and wine testing at shops are common. Wine events & exhibition plays major role in generating the awareness wine as well as the new concept like wine tourism & wine clubs are in trends where maximum consumption of wine is noted.

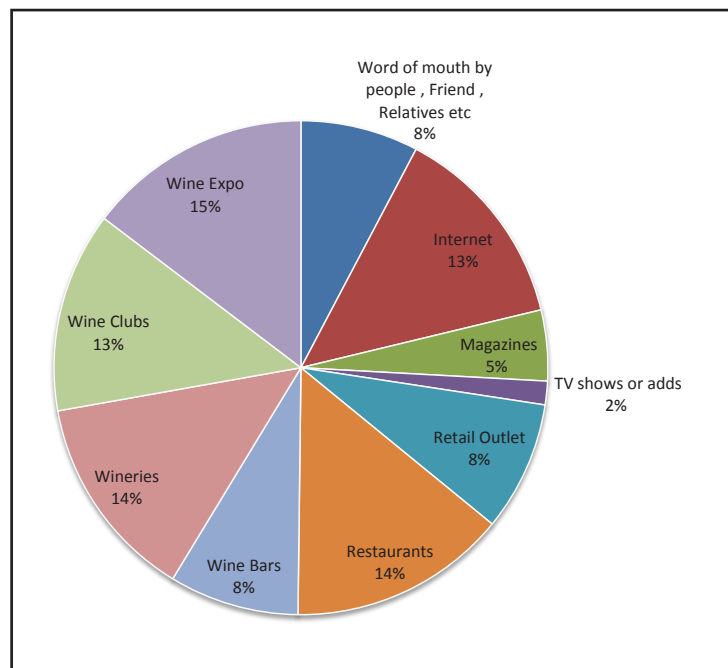


Fig. 6: Wine Information Sources

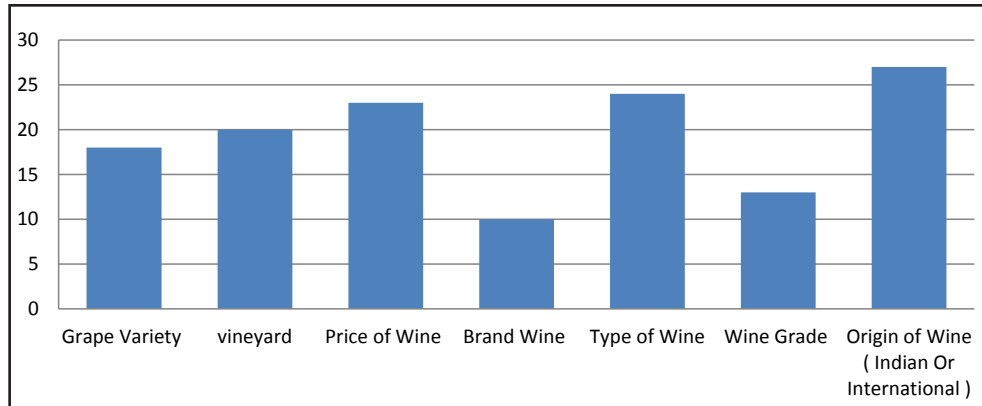


Fig. 7: Factors Affecting Wine Selection

Among the factors affecting the wine selection the imported wines are more selected than the domestic wines. Beyond it data also provide emphasis on price

factor as well as type of wine plays major role in consumer behavior in wine selection.

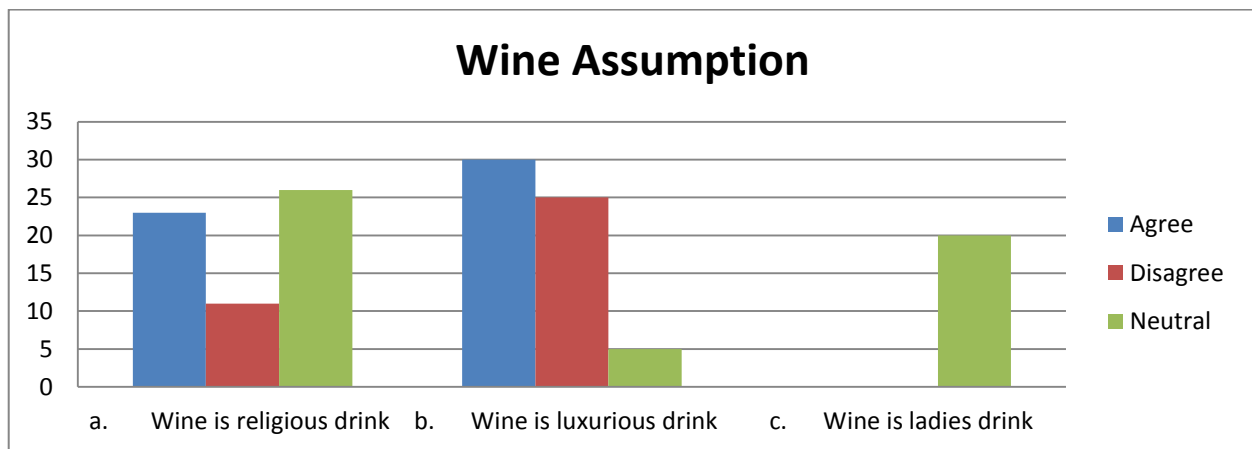


Fig. 8: Wine Assumption

Wine culture is at immature state for Pune consumers there is very strong impact of social, cultural aspect. Data collection for this research paper had led to find few of such assumption which affects the consumer's behavior on wine drinking. The wine is religious drink (Christian religion), wine is luxurious drink & most common wine is ladies drink. We have observe this reasons in non wine drinkers, when it was asked to people who drink wine the results are very much opposite to them. Wine drinkers are more on neutral mode on religious drink & ladies drink statement, but agreed to wine as luxurious drink. According to the finding it was also found that some wine consumers treat wine as a healthy drink as compared to other alcoholic beverages rather than saying it a luxurious drink.

OBSERVATIONS & FINDINGS

- Data collection reveals the fact that domestic wines are preferred in the Pune market due to lot of reasons:
 - Ease of accessibility.
 - Improved marketing strategy of domestic wine makers.
 - Lack of awareness about the wine in consumers & or never tried imported wine.
 - Consumers are not educated in term of wine consumption.
 - Pre assumption of imported are expensive & domestic are chipper.

- Imported wines are not suitable to Indian palate so the lack of perceived value for money by consumers.
- Among the wines still wine consumption is dominating, red wines are mostly preferred wine. Fruit wines are also emerging among the consumers selection in wines.
- Pune wine consumers are selective for location of wine consumption as there is huge impact of social, religious & economical aspect.
- Wine consumption is becoming fashion trend among the Pune wine consumers due to new concepts of wine tourism, wine fest & exhibitions, also a part of healthy drinking habits over other alcoholic beverages.

CONCLUSION

- There is no any set wine culture in Pune consumers.
- There is positive inclination in wine consumption but awareness about wine yet to develop.

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