

**A study of Consumption of wine in relation to the knowledge Indian consumer has about wine****DR. DEEPA PRASAD VENKATRAMAN**

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**Key words: Wine consumption, Knowledge, Indian consumer****Introduction**

In the last two decades Indian wines have appeared in the market and with gradual increase in acceptability and consumption by consumers, till then most of the exposure to wines were at these five-star hotels. In hotels and restaurant, depending on the category and type of hotel / restaurant there is pricing variations in the list of wines sold and, therefore due to that it was easy to believe that wine is a luxury commodity, affordable by an elite few. These perceptions may hold true for the general populace It is imperative for the success of Indian wine, that these misconceptions and perceptions be removed. Customer education is key to unlocking value in products and with education comes an increase in product usage intensity, loyalty and a willingness to explore

Enthusiastic and educated customers may become more involved, and with the power of social media, may help stimulate demand.

Wine Industry, vineyard owners have understood the impact of increasing wine knowledge and awareness has both positive short- and long-term impact on wine sales and consumption.

In Maharashtra state, the vineyards in Nashik, Baramati have wine tours which in the last few years have grown and attract visitors of varied demographic and income level. The wine tour increases exposure to the process of wine making and as well educates the visitor of various aspect of wine tasting and knowledge of types of wine, the grape varietal and tasting. The trade is pinning a lot of hope on wine education and those with higher levels of knowledge tend to consume more wine (Dodd, 2005)

Educated customers are poised to become champions for a product category of their liking. If they enthuse about their newly acquired skills and increased knowledge, they might stimulate demand because they will be seen by their peers as the ones able to give "referrals by a trusted source" (Stratten, 2010)

**Literature Review**

A study was carried out by the American Association of Wine Economists, by Richard Sagala in February of 2013. The evaluation was carried out in Quebec, Canada.

The study was titled "The impact of general public wine education courses on consumer perception"

The research question and its five sub-questions evaluated the consumer perceptions of what the value of wine education courses were and if they engaged the Quebec consumer.

Sub-questions:

- 1- Did wine education customers learn anything from attending the courses and if so, what is it?
- 2- Do wine education courses change perceptions in students mind? Are they engaging differently with the product, and in what way?
- 3- Do they know how to taste wine better and do they know their taste preferences better?
- 4- Do wine education courses lead to up-trading or cross-trading? Do they engage more discretionary money in the category?
- 5- Do wine education lead customers to intensify their relationship with wine, and to what degree?

The findings of this research revealed that the perceptions, behaviour and commitment towards wine changed as a result of having followed a wine appreciation course. There was an economic value creation for the proponent of the wine education courses, namely the retailer, who saw a majority of students wishing to buy more courses as well as recommending the SAQ courses to their peers.

Equally, a majority of students declared having increased their monthly wine-buying budget by 16%. Simultaneously, there was value creation as well for the customers.

People widely declared that their behaviour as a wine consumer changed in regard to wine. After the course, students declared knowing more about their taste preferences and trusted more their own palate. They were equally interested in pursuing their education and learn more. In addition, interest for food and wine pairing also increased. Equally, there was shared value creation for consumers for the trade and society from the fact that enthusiasm and commitment to wine existed concomitantly with consuming wine in a socially responsible manner.

Three months after the course, the increase in wine consumption was only marginal and done in a context of eighty six percent (86%) of students valuing wine and gastronomy. Twenty four months later it was not 56% but 77% who declared spending more, declaring that their monthly budget was 16.5% more than when they started the course, showing a sustained spending commitment accompanied by a sense of empowerment and confidence when selecting and using the product.<sup>20</sup>

There are innumerable books written about wines and wine tasting. Indian wine, though in its infancy, does not have too much written about it.

There have been two very detailed books about Indian wine. The complete Indian wine guide by Aakash Rathore (Rathore A. , 2006) provides a comprehensive exposition of every domestic Indian wine, not just the big three (Indage, Sula and Grover) available in India.

The author personally visited every functioning winery in India, tirelessly searching for the best wines, even from little-known and fledgling producers. Every single wine made

in India and international wines easily available in India, are carefully tasted, described, and scored. This is a great guide for the Indian consumer to confidently select the best wines possible.

In his book “Wine Wisdom”, certified sommelier Magandeeep Singh de-mystifies wine and makes it easy for a layman to understand the nuances of wine. He goes through the simple methods of classifying wine to the intricate process of tasting it, complete with instructions on what to say and when to say it.

He demystifies wine labels and restaurant wine lists, gives practical tips on ordering the perfect wine together with a phonetic guide to pronouncing the names. There are instructions on best way to uncork a bottle. This indispensable book also includes:

- The history of wine drinking and changing trends in India and across the world
- A comprehensive list of the major wine brands currently available in India, as well as the ones to look out for if you’re shopping abroad
- The basic rules of serving wine—temperatures, glassware and perfect pairings of Indian cuisine and wine—and storing it
- A reference list of wine- related terms and their definitions

### **Quality Standards**

The European Union (EU) and now a majority of world’s wine-makers ensure that their wine conform to very strict quality standards and regulations. The quality standards define all aspects of the wine. It starts with the area where the grape is grown, the variety of grape, proportions of varieties in a blend of wine, cultivation and pruning methods, maximum yield per hectare, Vinification process and the alcohol content.

European Union directives ensure that this information is displayed on the label of the wine bottle. To compete in the international market, other countries outside the European Union also comply with these standards and labeling procedures.

The advantage of having this system is evident when the consumer buys wine. It is very clear to the consumer, what the quality of the wine is and if the price asked for is reasonable.

An interesting article by Vir Sanghvi in the Hindustan Times Brunch on 23 September 2011 illustrates the differential pricing for imported wines in India. He has titled the article as “Wine’s cheat sheet”

In this article he compares the prices charged by different 5-star hotels around Delhi for the same bottle of a 1999 Mouton Rothschild. He found that the price could vary from Rs.28,900 per bottle at the Taj Palace to Rs.1,25,000 per bottle at the Leela Palace. These are prices without tax, as taxes vary depending on the kind of restaurant or hotel.

Reading a wine label There are strict EU guidelines that govern what information is printed in a wine label. Any wine manufactured in the EU or entering the EU needs to follow these guidelines. (Lillicrap & Cousins, 2010)

The label gives a lot of useful information about the wine and it’s quality to the buyer. Typically, the language used on the label is that from it’s country of origin.

However, the terms are fairly easy to understand and a little reading of the different terminology is sufficient to read a label.

Labels will provide the name of the wine, country of manufacture, alcoholic strength, contents, variety of grape, vintage, and other information. A typical French wine label and the information printed on it. helps consumer in buying decision.

All EU countries follow the same system and this makes it easy for the consumer to identify the quality of wine.

France was the 1<sup>st</sup> country to set up a system for controlling wines & quality of its wines. In 1935, an **Institute National des Appellations d' Origine (INAO)** was established. Basically, French wines are classified in to 4 categories

### FRENCH WINE CLASSIFICATION

| FRENCH WNE CLASSIFICATION |   |
|---------------------------|---|
| <input type="checkbox"/>  | <b>Appellation d'Origin Contrôlée (AOC or AC)</b><br>(The excellent wines)  |
| <input type="checkbox"/>  | <b>Vin Délémité de Qualité Supérieure (VDQS)</b><br>(The very good wines)   |
| <input type="checkbox"/>  | <b>Vin De Pays (VDP)</b><br>(The French country wines –good quality)  |
| <input type="checkbox"/>  | <b>Vin De Table (VDT)</b><br>Also Known as <b>Vins Ordinaires</b> or <b>Vins de Consommation Courante</b><br>(The inexpensive ordinary wines) |

### Professional tasting

The tasting, or evaluation, of wine and other drinks is carried out to:

- Develop learning from experience
- Help in the assessment of the quality of a wine in terms of value (the balance between price and worth) when making purchasing decisions
- Monitor the progress of a wine which is being stored, to determine the optimum selling time and as part of protecting the investment
- Assist in the description of a wine when explaining its qualities or deficiencies to customers
- Provide a personal record of wines tasted, which helps to reinforce the experience and the learning.

When tasting the wines there are two sets of factors to be considered. The first are to do with assessing and evaluating the characteristics of the wine and making a judgment about its quality. The second are to do with identifying taste and aroma associations. Professional wine tasting is really an analysis and evaluation of qualities of the wine by the senses.

This includes:

Looking at the wine to assess its clarity, colour and intensity, and the nature of the colour by identifying the specific shade of white, rose or red from smelling, or nosing, the wine to assess the condition of the wine, the intensity of aroma or bouquet, and to

identify other aroma characteristics. Taste is 80 per cent smell! • Tasting the wine to assess the sweetness/dryness, acidity, tannin, body, length and other taste characteristics • Touch, to feel the weight of the wine in the mouth, the temperature, etc. • Hearing, to create associations with the occasion • Drawing conclusions about the evaluation (summing up) and making a judgment of the quality of the wine (poor, acceptable, good, outstanding).

## **Research Methodology**

### **Geographical scope**

It is only from the mid 70's that wine was manufactured locally in India. A few distilleries in Goa and Andhra Pradesh produced Port wine. Until the year 2000 there were hardly six wineries. Since 2000 there are close to 73 producing wineries and another 30 additional companies that have registered to become producers.

There are a few major wineries that account for the bulk of domestic wine production. Typically, smaller wineries around that region produce for the larger ones, rather than market their own brand

Maharashtra is also the largest wine producing state of India. This state accounts for over 90% of Domestic wine production. Further, out of the total 66 wineries in Maharashtra, 44 are in Nashik and Pune. They account for about 80% of the production in Maharashtra.

Compared to Nasik, Pune is a larger and more metropolitan city. Given the proximity of Pune to Nashik, most of the wine manufacturers in the region hold wine fests and events in Pune city.

Pune has also become a hub for the Information Technology (IT) industry. There is a large population of young and educated workforce with large disposable incomes. The awareness and consumption of wine in the Pune region is second only to Mumbai.

Given this, the population for this study was the wine consumers in Pune city (Pune Municipal Corporation Limits).

### **Analytical scope**

Data collation and analysis was carried out using statistical software. The primary data collected was in a questionnaire form and the questions were close ended. This offered the researcher the ability to apply statistical techniques to analyse data and report findings.

The data collected was Categorical data. The variables in the questionnaire were of Nominal, Dichotomous and Ordinal. Given this data the tests that were carried out were Cross-Tabulation, Frequencies, Kruskal-Wallis Test

To evaluate the wine consumers' perception towards wine

1. To determine the impact of knowledge of wine on the consumption pattern

**Sampling**

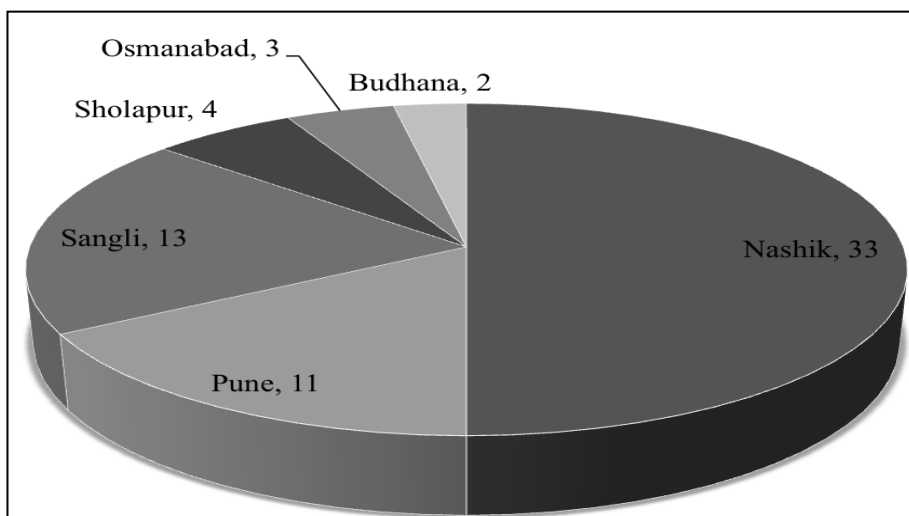
**Population of concern**

The population of Pune city was used as the target population for this study. The research is “A study into wine consumption patterns of Indians with special reference to the Pune region”

Maharashtra is also the largest wine producing state of India. This state accounts for over 90% of Domestic wine production.

Figure 3.1 further shows that Nashik, Sangli and Pune account for over 90% of the Production in Maharashtra.

**Figure 1 Wineries in Maharashtra**



Given the proximity of Pune to Nashik, most of the wine manufacturers in the region hold wine fests and events in Pune city.

The population for this study was the wine consumers in Pune city (Pune Municipal Corporation Limits).

**Sampling method**

A purposive sampling method was used for the research. This is one that is selected based on the knowledge of a population and the purpose of the study.

**Sample size**

According to the Census department and the tentative census figures for 2011<sup>1</sup>, the Pune city Population is 31,15,431 comprising of 16,02,137 Males and 15,13,294 Females.

Table 1 Required sample size

|                             |   |
|-----------------------------|---|
| <b>Required Sample size</b> |   |
|                             | <b>Confidence = 95%</b>                   |
| <b>Population Size</b>      | <b>Degree of Accuracy/Margin of Error</b> |

<sup>1</sup> The Indian Census. Retrieved March 2013, from <http://www.census2011.co.in>: <http://www.census2011.co.in/census/city/375-pune.html>

|                  | <b>0.05</b> | <b>0.035</b> | <b>0.025</b> | <b>0.01</b> |
|------------------|-------------|--------------|--------------|-------------|
| 2,50,000         | 384         | 782          | 1527         | 9248        |
| 5,00,000         | 384         | 783          | 1532         | 9423        |
| 10,00,000        | 384         | 783          | 1534         | 9512        |
| 25,00,000        | 384         | 784          | 1536         | 9567        |
| <b>31,15,431</b> | <b>384</b>  | <b>784</b>   | <b>1536</b>  | <b>9574</b> |
| 1,00,00,000      | 384         | 784          | 1536         | 9594        |
| 10,00,00,000     | 384         | 784          | 1537         | 9603        |

Source: Educational and psychological measurement 1970

Using the calculations provided by Krejcie & Morgan in their “Determining Sample Size for Research Activities”<sup>2</sup> (Table 1) the sample size for the population mentioned above shall be 384 at a Confidence Level of 95% with Margin of Error 5%.

**Data collection**

Data for the research was collected in two categories. The primary data was collected from wine consumers in Pune using the questionnaire method.

A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic<sup>3</sup>

The questionnaire was framed and a pilot study was carried out to check whether the questionnaire was understood well by the respondents. The researcher, to ensure accurate and valid data used, member check, or respondent validation. An interview was conducted and questions were explained to the subjects to ensure reliable responses.

The pilot study helped the researcher to understand that the replies were relevant and could be interpreted in terms of the information that was required. It also helped the researcher to ensure that no questions were left unanswered by the respondents.

To aid in statistical analysis of the data collected, most of the questions were close ended. The respondents’ answers were limited to a fixed set of responses.

The secondary data consisted of books, periodicals, wine magazines and information and data from wineries.

**Data validation**

Data was collected at wine events, among known wine consumers, at restaurants that sell wine and at wine selling outlets in the city.

The responses of 411 persons were chosen for data analysis as they fulfilled all criteria required for the study.

The calculated required sample size for the population is 384 at a Confidence Level of 95% with Margin of Error 5%. (Table 1)

During the collation of data 269 respondents did not consume any form of alcohol. A further 235 respondents consumed alcohol but did not consume wine.

The data collected from these respondents was not used in the final analysis. Reference to this data was briefly made to identify reasons why they did not consume alcohol or wine.

<sup>2</sup> Krejcie & Morgan 1970, “Determining Sample Size for Research Activities” (*Educational and Psychological Measurement*), 30, pp. 607-610

<sup>3</sup> Merriam-Webster. Retrieved April 2013, from <http://www.merriam-webster.com/dictionary/questionnaire>

**Tools and techniques of analysis**

Data collation and analysis was carried out using statistical software. The primary data collected was in a questionnaire form and the questions were close ended. This offered the researcher the ability to apply statistical techniques to analyse data and report findings.

The tools used for analysis were Microsoft Excel<sup>4</sup> and IBM SPSS Statistics<sup>5</sup>.

Microsoft Excel was used for initial collation of data and was also used to generate the graphs and tables.

IBM SPSS Statistics was used to analyse data using the appropriate statistical techniques.

**Statistical tests**

The data collected was Categorical data. The variables in the questionnaire were of Nominal, Dichotomous and Ordinal.

Nominal variables are variables that have two or more categories, but which do not have an intrinsic order. For example types of wine are categorized as red, white or sparkling.

Dichotomous variables are nominal variables, which have only two categories or levels. For example, if we were looking at gender, we would most probably categorize somebody as either "male" or "female". Another example can be questions that elicit a yes or no answer.

Ordinal variables are variables that have two or more categories just like nominal variables only the categories can also be ordered or ranked.

Given this data the tests that were carried out were Cross-Tabulation, Frequencies, Kruskal-Wallis Test

**Kruskal-Wallis test**

The Kruskal-Wallis test is a nonparametric test, and an extension of the Mann-Whitney U test. It allows the comparison of more than two independent groups. It is used when the data to be analysed is ordinal in nature. Rather than using Annova (parametric), Kuskal-Wallis (non-parametric) is used.

An example of this test is analysing if the knowledge the consumer has about wine (expert, good, poor, no knowledge) has an effect on the frequency in which they consume wine.

**On collecting the data, Microsoft Excel and IBM SPSS were used to collate and analyse the data. Non-parametric tests were used to evaluate the attitudes and perceptions of the sample population.**

The statistical tests used for analysis were, Cross tabulation, , Kruskal-Wallis H Test

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<sup>4</sup> Microsoft Excel 2011 Version 14 © 2010 Microsoft corporation

<sup>5</sup> IBM SPSS Statistics Version 21© IBM Corporation and other(s) 1989,2012

The source for all the following data analysis is from the Primary data (Questionnaire – Appendix A) unless mentioned otherwise.

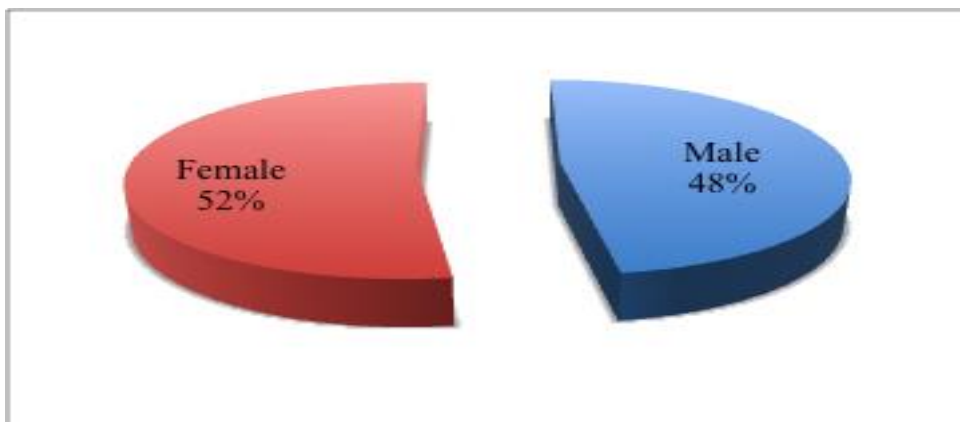
**Data Analysis**

**The demography of the sample population.**

Table 2 Gender distribution

|       |              | Frequency  | Percent    |
|-------|--------------|------------|------------|
| Valid | Male         | 196        | 47.7       |
|       | Female       | 215        | 52.3       |
|       | <b>Total</b> | <b>411</b> | <b>100</b> |

**Figure 2 Gender distribution**



Pune city population has an almost equal distribution of males and females.<sup>6</sup> The city has a burgeoning population of educated working professionals comprising of both genders.

As wine has lower alcohol content, both genders equally prefer it and an equal mix of both genders has been taken for the study.

Various wines complement and enhance the meal and wine is an ideal drink to be had along with a meal of the 411 people from whom data was collected, 48% were male and 52% female. (Figure 2). Although it may be perceived that wine is a ladies drink, it is seen that wine is equally preferred by both the genders.

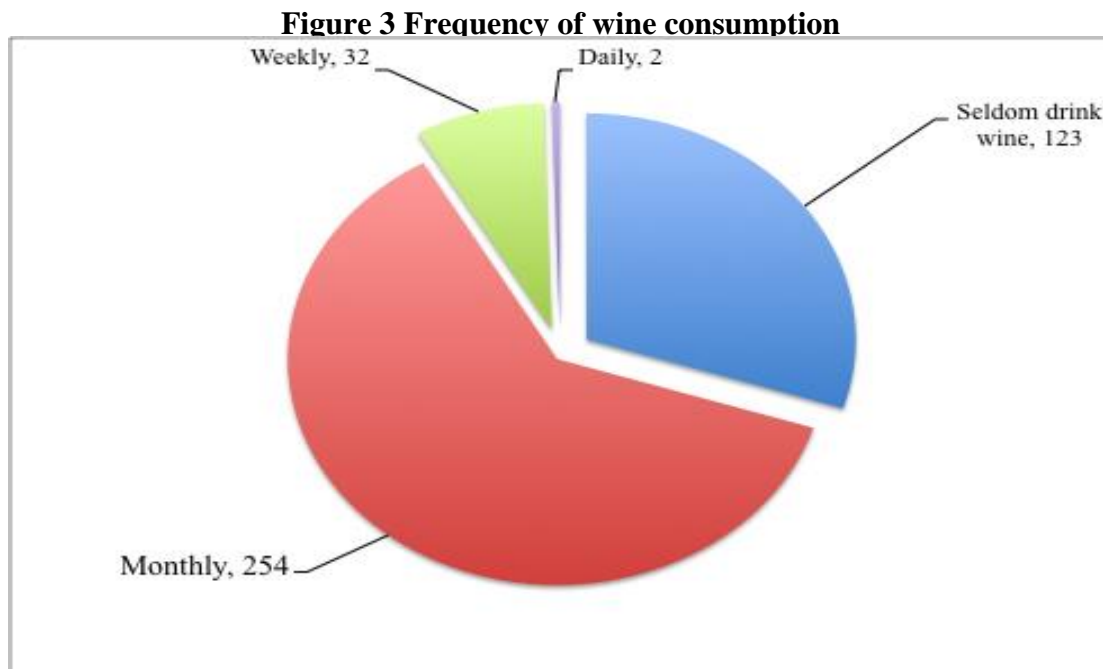
**The frequency of wine consumption by the sample population**

Table 3 Frequency of wine consumption

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Seldom drink wine | 123       | 29.9    |
|       | Monthly           | 254       | 61.8    |
|       | Weekly            | 32        | 7.8     |
|       | Daily             | 2         | 0.5     |

<sup>6</sup> The Indian Census. (n.d.) Retrieved March 2013, from <http://www.census2011.co.in: http://www.census2011.co.in/census/city/375-pune.html>

|              |            |            |
|--------------|------------|------------|
| <b>Total</b> | <b>411</b> | <b>100</b> |
|--------------|------------|------------|



Consumers who mentioned, seldom, consume wine when offered and around two or three times a year. They do not regularly buy and consume wine. A majority of the wine consumers drink wine once a month. (Figure 3)

Generally, wine is bought by the bottle and not by glass or peg like other liquor. Once opened, the bottle of wine needs to be consumed as soon as possible or the wine goes bad. This is one reason why bottles of wine are not opened too frequently and general consumption is once a month. Additionally, there are consumers who consider wine a drink for special occasions and celebrations.

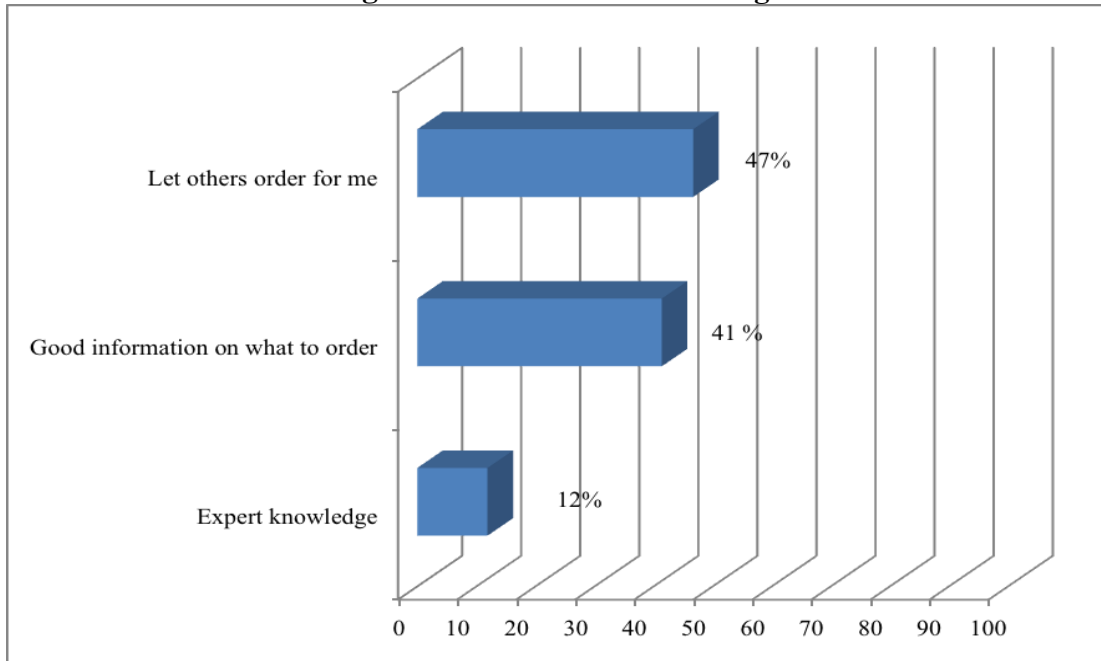
There are however a small percentage of consumers who do consume wine more frequently, on a weekly basis .

**Knowledge the wine consumer has about wine when ordering**

Table 4 Consumers’ knowledge

|       |                                   | <b>Frequency</b> | <b>Percent</b> |
|-------|-----------------------------------|------------------|----------------|
| Valid | Expert knowledge                  | 49               | 11.9           |
|       | Good information on what to order | 170              | 41.4           |
|       | Let others order for me           | 192              | 46.7           |
|       | <b>Total</b>                      | <b>411</b>       | <b>100</b>     |

**Figure 4 Consumers' knowledge**



In any kind of purchase there is generally a decider, an influencer and the buyer. A majority of the wine consumers fell in the decider category, where the circumstance or their general preference decided to have wine.

The influencer was typically the trained restaurant staff who suggested the kind of wine to order, or a member of the group who had Good if not expert knowledge about the wine to be consumed.

A large number of the respondents were contacted at wine restaurants and wine fests. With the increasing number of events where people are exposed to wine, the knowledge about wine also increases.

A majority of the wine consumers do have a good knowledge, if not expert, on what kinds of wine to order.

A large number of consumers (Table 4) prefer others to order for them. In many restaurants there are sommeliers (wine experts) or at least trained staff that can recommend a suitable wine to compliment the food ordered. Consumers with little or no knowledge about wine prefer to accept these recommendations and order wine accordingly.

With increased exposure and consumption of different wines the knowledge of the consumer increases and preferences are instilled in the consumer.

It was found that there did exist a few consumers, who with their exposure and interest in wine had expert knowledge on the various characteristics of wine and were extremely comfortable in ordering the proper wine.

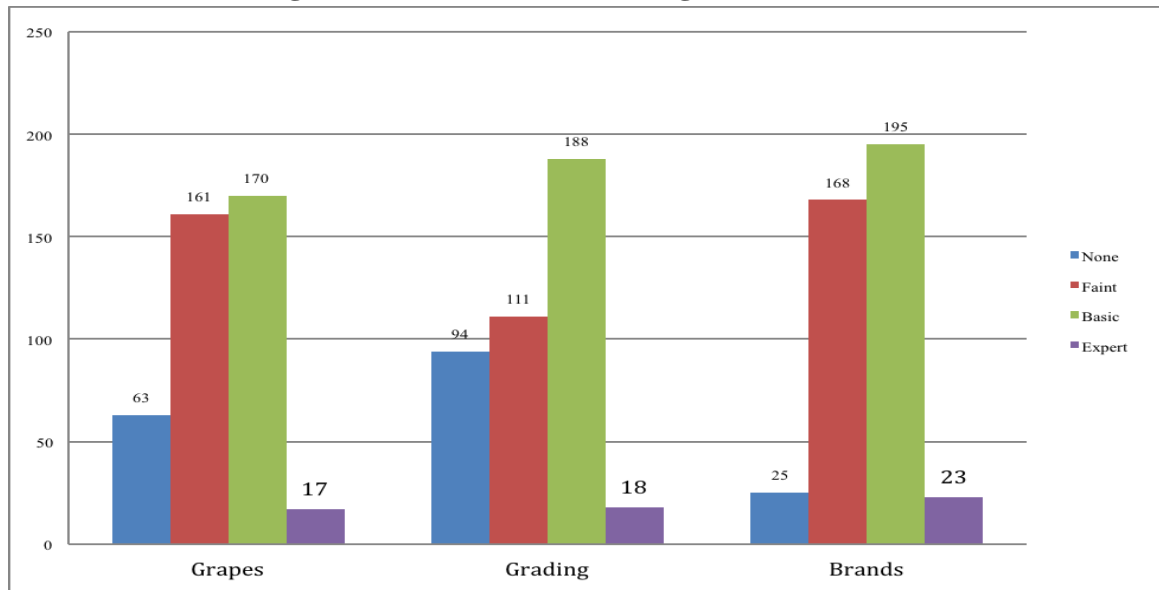
**Wine consumers' knowledge on specific attributes of wine**

Table 5 Consumers' knowledge on attributes

|        | <b>Grapes</b> | <b>Grading</b> | <b>Brands</b> |
|--------|---------------|----------------|---------------|
| None   | 63            | 94             | 25            |
| Little | 161           | 111            | 168           |

|              |            |            |            |
|--------------|------------|------------|------------|
| Basic        | 170        | 188        | 195        |
| Expert       | 17         | 18         | 23         |
| <b>Total</b> | <b>411</b> | <b>411</b> | <b>411</b> |

**Figure 5 Consumers' knowledge on attributes**



The study of wine is an exhaustive subject as there are numerous grades, varieties, styles of grapes, attributes of colour, taste, sight, aroma, and bouquet.

It is evident in the data shown in Table 5 that consumers had basic, if not expert knowledge about brands of wine available. With a little exposure to wine fests and retails outlets, wine brands available is easily discerned.

The next attribute that consumers had good knowledge on was the grading of wines. This is also fairly easy to discern, especially in Imported wines, where the quality is often marked on the label itself. It requires a little knowledge about wine label reading to discern quality.

The lowest score was for knowledge on grapes. This kind of knowledge requires a fair amount of study into wine and a large exposure to different wines to discern between grape varieties.

Though a large number of respondents claimed to have a good knowledge about wine, their specialty knowledge on specific attributes of wine such as grape variety, grading and brands is still lacking. Over 50% of the consumers have little if no knowledge about these attributes.

Few consumers were found to have expert knowledge on wine. It was seen that these consumers were typically well travelled and took a personal interest in the wine and its nuances. They had a lot of interactions with Indian wine manufacturers and had visited the wineries on wine tours.

**Consumption of wine varies with the knowledge the consumer has about wine.**

Table 6 Kruskal-Wallis test (Ranks)

|                                    | How often<br>consume wine | N          | Mean Rank |
|------------------------------------|---------------------------|------------|-----------|
| Knowledge about<br>Grape varieties | Seldom                    | 123        | 108.76    |
|                                    | Monthly                   | 254        | 238.33    |
|                                    | Weekly                    | 32         | 310.84    |
|                                    | Daily                     | 2          | 403.00    |
|                                    | <b>Total</b>              | <b>411</b> |           |
| Knowledge on<br>Grading of wine    | Seldom                    | 123        | 105.42    |
|                                    | Monthly                   | 254        | 244.06    |
|                                    | Weekly                    | 32         | 278.22    |
|                                    | Daily                     | 2          | 402.50    |
|                                    | <b>Total</b>              | <b>411</b> |           |
| Knowledge on Brands                | Seldom                    | 123        | 116.45    |
|                                    | Monthly                   | 254        | 235.27    |
|                                    | Weekly                    | 32         | 305.77    |
|                                    | Daily                     | 2          | 400.00    |
|                                    | <b>Total</b>              | <b>411</b> |           |

Table 7 Kruskal-Wallis test statistics <sup>a,b</sup>

|                                    | Know Grapes | Know Vintage | Know Brands |
|------------------------------------|-------------|--------------|-------------|
| Chi-Square                         | 152.129     | 150.774      | 137.332     |
| Df                                 | 3           | 3            | 3           |
| Asymp. Sig.                        | .000        | .000         | .000        |
| a. Kruskal Wallis Test             |             |              |             |
| b. Grouping Variable: Regular Wine |             |              |             |

There is a significant relationship between Knowledge about Wine and wine consumption  $H(2)=152.129$   $p=0.000$  (Table 7)

This indicates that the consumer who has greater knowledge of wine attributes tends to consume wine more frequently. The mean ranks in Table 6 indicate that for each of the attributes of Grapes, Grading and Brands, the more the knowledge the consumer had the more frequent, daily and weekly, was their consumption.

As the knowledge about the Grape types, Grading and Brands of the wine consumer increases so does the consumption of wine also significantly increases, as is evident in the mean ranks table (Table 6).

Wine grape varieties like red, white and black impart a distinct flavour to the wine. The sight, colour, taste and bouquet vary depending on the wine varietal. Consumers, who have a good knowledge about this, are more confident in ordering wine and consume wine more regularly. A majority of them consume wine at least on a monthly basis and some consume it on a weekly, even daily basis.

The grading information on a wine label indicates to the buyer the quality of wine. The certification allows the buyer to easily discern if the wine is of top quality or if it's a table wine. Reading and understanding the wine label also assures the buyer that the right price is being paid for the wine.

Again, it is seen that consumers with knowledge about wine grading, tend to consume wine more frequently. (Table 6)

The brand of wine plays an important role in wine. Imported wines, especially from the old world wine countries like France, Italy and Spain are distinguished by the House they are bottled in. In the case of French wine the house is normally a Chateau. Indian wines are also developing a brand image among local consumers. The main brands like Sula, Grover, Nine Hills are popular brands and easily recognised by consumers.

Having knowledge about the brand and what kind of wines they offer also increases the ordering confidence and frequency of consumption.

## **Conclusion**

- A Large number of wine consumers were found to be well informed about wine and had good knowledge on what to order.
- There is a significant relationship between knowledge about wine and wine consumption.
- A majority of the consumers having knowledge on grape varieties consumed wine monthly and some consumed wine weekly.
- Having knowledge of grading of wine, and understanding the grading on the wine label has a significant correlation with wine consumption.
- Wine consumer and respondents having knowledge of grading of wine consumed wine monthly.
- Wine brands and vineyard owners are promoting and increase the knowledge of consumer by having wine tours, information on wine making method, grape varieties, wine appreciation.
- Wine consumption by the respondents and by wine consumers is monthly with knowledge of wine brands.
- The consumer with greater knowledge of wine attributes tends to consume wine more frequently.
- With increased knowledge of attributes of grapes, grading, and brands more frequent is the consumption daily and weekly, monthly.
- Wine consumer are who are well informed about wine are aware on wine brands to be ordered. An equal number of consumers let others order for them. This is evident in a group if one or two within the group had good knowledge , they ordered for the rest . Though they had basic knowledge ,they were more comfortable in others ordering for them.
- Pune wine consumers do not harbour the typical myths and misconceptions about wine .The respondents were found to be fairly knowledgeable about wine and deciding on what wine to order based on recommendation.

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