







“Wine purchasing decisions in India from a consumer’s perspective: An analysis of influencing factors on the buying behavior”

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WINE PURCHASING DECISIONS IN INDIA FROM A CONSUMER'S PERSPECTIVE: AN ANALYSIS OF INFLUENCING FACTORS ON THE BUYING BEHAVIOR

Abstract

This paper analyzed the factors affecting consumers' purchase intentions and decisions while purchasing wine. The study was performed based on the primary data collected with the help of a survey and a structured questionnaire using convenience sampling. A total of 120 respondents above 21 years old across India who were wine consumers and likely to purchase wine were the study population. Exploratory factor analysis, confirmatory factor analysis, descriptive analysis, and cluster analysis were the main methods used to analyze the data. The information gathered was subjected to further quantitative analysis using SPSS. Kaiser-Meyer-Olkin Measure (KMO) of sampling adequacy was 0.759, and Cronbach's alpha was 0.817 indicating high reliability of the study. Factor analysis brought out six essential factors affecting the wine purchase decisions of Indian consumers. They are as follows: quality concerns, consumption preferences, consumption deterrents, consumption reasons, social factors, and risk factors. Furthermore, the study found that the purchase intentions of Indian wine consumers are affected by the attitude and awareness of consumers. The cluster analysis further helped to divide the Indian wine market into three segments, i.e., regular consumers comprising 44.2%, non-consumers comprising 29.2%, and occasional consumers comprising 26.7%. A few of the key factors influencing wine purchase are attributes and knowledge of the wine ingredients. In addition, friends and family play an important role in wine purchasing decisions.

Keywords

attitudes, developing countries, gender, market
segmentation, non-consumers, perception, price,
purchase intentions, quality

JEL Classification

D91, M20, M31

INTRODUCTION

Wine has been a part of the civilization from around 6000BC-5000BC. Old world wine was made in Europe, while those produced outside Europe and the Middle East are the new world wines. Production of these mainly began as a result of colonialism. The Indus Valley civilization developed winemaking in India, the Persians imported the grapevines here, and its output expanded due to British and Portuguese colonialism. Wine is primarily produced in three Indian states: Maharashtra, Karnataka, and Telangana. India's population of around 1.3 bln people, 53.86% of whom are of legal drinking age, makes India a great market and creates a potentially fertile atmosphere for the wine businesses to thrive. Wine is an alcoholic beverage prepared from fermenting natural sugar found in fruits, particularly grapes. Wine drinking tradition came up due to Western influence, modernizing cultures, improving tourism regions, growing overseas educations, etc. Thus, there has been an upsurge in wine imports to the country, proving the enormous untapped potential of the sector.

Identifying and comprehending the elements that motivate consumers to purchase wine will aid in the effective operation of a wine company. The product-related factors may be classified into two groups. These are a wine's extrinsic features, including price, brand, price tag, packaging, and the intrinsic factors, including the vintage, country of origin, and type of wine. Besides these, other reasons for wine purchase fall under elements relating to the consumer's personality and surroundings. This comprises the occasion, money, interests and preferences, gender-related decisions, information availability, cost, the store's ambiance, cultural needs, and product reviews.

Furthermore, market segmentation based on consumer choice is critical for a wine producer to understand its clients better and deploy its money, time, and resources. Though several types of research have been completed in the wine industry, no analysis has divided the Indian market and considered all product characteristics and customer mental attitudes.

1. LITERATURE REVIEW

Globalization has altered the consumption patterns of wine. The wine industry has seen significant changes due to three parameters: grape availability and pricing; consolidation among retailers, wholesalers, distributors, and wine producers; and changing consumer behavior patterns (Hussain et al., 2007). Old world wine and New world wine are the categories of the international wine business. However, today, these two groups are insufficient to define the wine industry, and there is a need for third-world wines (Banks & Overton, 2010).

It has been discovered that there are various variations in customer responses throughout the world at the fundamental and local levels (Banks & Overton, 2010). Wine purchasing behavior is influenced by customer attributes, wine quality, consumer awareness level, corporate marketing, and buying incentives. These considerations may influence how a person purchases wine in various contexts, such as a party, present, banquet, and personal reasons (Huiru et al., 2018). Aside from this, customer attitudes about wine are influenced by price and expert opinion (Aqueveque, 2006). Gender disparities also operate as influences in the perception of wine when demographic or psychographic features of buying behavior are considered (Atkin et al., 2007).

Furthermore, the color of the wine and the glass in which they drink also impact the consumer's flavor perception and buying choice (Wan et al., 2015). In addition, studies have found that the influencing factors for wine purchase change from one country to the other (Goodman, 2009).

Environmental effects during cultivation, viticulture management, winemaking procedures, and marketing and commercialization of wine are the aspects that generate typicity (uniqueness and style) for wine (Souza et al., 2021). These thus affect the consumer perception of the wine as a brand.

The price, brand, kind, origin, and taste of the consumed wine are the five most significant elements influencing buying decisions in the Indian market (Mehta & Bhanja, 2018). Professional young have been the focus of wine companies in this country, and wine is portrayed as a drink for the rich (Banks & Overton, 2010). Indians have traditionally regarded wine as having a distinctive character and have associated it with several mythical characteristics (Onofri & Boatto, 2020). Red wine is the most preferred, and people feel more at ease purchasing familiar brands. However, price is the most crucial element here, and people tend to buy less due to expensiveness. Dry and semi-sweet wines were the most chosen wine types (Mehta & Bhanja, 2018).

There are many varieties of wine available across the world, of which the most well-known are red, white, and sparkling wines. Around the world, it has been observed that wine production and customer choice of kind of wine are influenced by culture and other beliefs (Banks & Overton, 2010). Further, price patterns are also different for white and red wines and are correlated with expert opinions (Cacchiarelli et al., 2014). According to Liu and Murphy (2007), individuals aware of white wine were hesitant to purchase it due to its scarcity and the cultural notion that red is the lucky color. Red wine is the most popular among

consumers, while sparkling wine is the least popular (Batra, 2008). Women enjoy white wine more than men. Sparkling wine was reserved for special events and festivities and was otherwise avoided (Mehta & Bhanja, 2018).

Price is the most crucial element influencing consumers' purchasing decisions, particularly among millennials (Mehta & Bhanja, 2018). Regarding gender preferences, males favored high-priced wines, while women chose medium-priced wines (Atkin et al., 2007). When assessing perceived risk, price is also the most relevant component. Risk aversion can include extrinsic and internal cues, but pricing is still pertinent (Sharma et al., 2020). The relationship between price and perceived risk may be studied under two conditions: utilizing the product at home for private purposes and using it in public with friends (Aqueveque, 2006). Except for use in private contexts, the perceived risk decreased as the price climbed. Consumers prefer to buy low-cost wines for personal use and top wines for special occasions such as gifting (Yu et al., 2009).

Furthermore, financial risk fluctuates from positive to negative outcomes based on the perceived threat, influenced by pricing (Aqueveque, 2006). Although price is a significant element, it has been discovered that price is not as crucial for the consumer's sensory perception as it is in a similar range (Jantzi et al., 2020). It has also been discovered that pricing is less significant to those more involved in the product than individuals who are more engaged in the purchase (Hollebeek et al., 2007).

People were more likely to buy wines if they were suggested by friends or family and following a tasting, but wine seminars did not influence purchasing behavior (Batra, 2008). The positive impressions gained through vineyard websites and wine tastings have boosted brand equity and customer retention (Nowak & Newton, 2008). Brand loyalty from the millennials can be improved this way by giving them a wonderful tasting room experience that will create positive emotions (Nowak et al., 2006). While the expert opinion did not significantly influence purchasing wine for personal consumption, participants bought higher-priced wine with better expert opinion to minimize the

perceived risk of receiving any negative opinion while in the company of others (Aqueveque, 2006). However, unfavorable specialist opinions and quality concerns are prioritized when used for private concerns (Aqueveque, 2006). When it comes to wine, Generation X values professional evaluations more than millennials, who are more concerned with the advertising and the scenario of wine buying and usage (Barber et al., 2008).

Gender differences in purchasing behavior are another source of variation (Batra, 2008). Men and women have varied purchasing habits regarding food and beverages, owing to differences in health, enjoyment, and convenience (Atkin et al., 2007). For example, women love wine because of its health benefits, and they regard the beverage as something that adds flair and elegance to their lives (Sharma et al., 2020). Another observation is that females tend to buy less wine than males (Kelley et al., 2015).

Women tend to rely on their purchasing decisions on the location of origin, brand, and medal price. Women also tend to buy the exact wine repeatedly, whereas men like diversity (Atkin et al., 2007).

Different age groups prefer various wine styles. The value placed on tastes varies according to age (Batra, 2008). When opposed to Generation X, millennials' confidence in buying wine is more dependent on the perceptions of others (Barber et al., 2008).

On the other hand, millennials favor novel wine products and are willing to test them since they are more curious and experimental than Generation X (Castellini & Samoggia, 2018). Female customers in their forties and fifties and those with a high level of involvement place a high value on wine and its influence on health and establish a high value on nutritional information. Men aged 44 and under were also interested in learning more about the health warnings and their ramifications (Annunziata et al., 2016). According to studies, Generation Y values marketing features such as word of mouth, recommendations, promotions, and labeling more than wine knowledge and considers themselves low-involvement customers (Chrysochou et al., 2012). It has also been found that the primary sensory and emotional elements

influence the drinking experience of low-involved consumers. In contrast, sensory, cognitive, and affective cues influence the drinking experience of highly engaged consumers (Oyinseye et al., 2022).

The product's label is vital for the consumers as they tend to believe the information provided there (Tootelian & Ross, 2000). Consumers place a high value on labels because they consider health warnings and nutritional information crucial when buying wine (Annunziata et al., 2016). It has been discovered that the label's qualities, such as the images, color, and layout, influence both the purchase choice and the consumer's view of the brand (Boudreaux & Palmer, 2007). When selecting a wine, buyers want to know the price, brand name, history of the wine, ingredients, and flavor information on the label (Mehta & Bhanja, 2018). The brand's nation of origin must be given a superior image to improve the brand image for the items (Panda & Misra, 2014). The consumer's perception of the brand is formed based on several dimensions and elements on the label (Boudreaux & Palmer, 2007). Generation Y prefers fewer traditional labels than other age groups and includes more exciting and rugged themes and ideas (Elliot & Barth, 2012). Labels can also incorporate information regarding qualifications and ethical considerations. Millennials are regarded as more environmentally conscious and eager to purchase environmentally friendly items such as wines with carbon footprint claims (Gallenti et al., 2019).

Many considerations must be made while marketing wine. For example, alcohol, rather than being a need, symbolized the image of a person to Chinese people. Therefore, they placed a high value on the brand, advertising colors, and packaging (Liu & Murphy, 2007). Music-infused wines are gaining popularity due to their appeal to customers' cognitive stimulation and perceptions. It has been discovered that music increases the quality and taste of wine. This quality motivates consumers to pay a higher price for this novel product (Soós et al., 2019). Wines must also complement the flavor of the meal they are ingesting. According to Batra (2008), wine tasting is essential for wine marketing. The taste and perceived quality of wine are also affected by social factors. According to Lo Monaco et al. (2020), dominating persons in society are more sensitive to the aestheticism of wine.

Consumers see low alcohol wine positively, but they are not yet willing to modify their lifestyle or pay the same price as conventional wine (Bucher et al., 2020). Wine advertising must also include different segments and their interests, particularly millennials, who are a potential sector for wine (Thach & Olsen, 2006).

The information on labels and websites also influences consumers' buying decisions. Consumers prefer to choose a range of information sources based on perceived risk and purchasing circumstances (Taylor & Barber, 2016). The degree of information, taste, and sensory perception significantly influence customers (Danner et al., 2017). It was also found that in case of customers with less awareness place a higher value on knowing the upper limit of the number of glasses that they can drink (Annunziata et al., 2016).

Another critical area where wine is marketed is wine tourism. Males prefer smaller wineries, while national and international wineries are preferred by women (Atkin et al., 2007). The most significant elements that visitors look for in wine when visiting vineyards are flavor, taste, and pricing. Vintage and regional characteristics were given less weight (Batra, 2008). In wine tourism, exclusivity is a crucial component of wine luxury. This is done to make clients feel special and create unique experiences so that their stories may become word of mouth and generate excellent advertising (Zainurin et al., 2021).

Wineries must educate their clients and gain their loyalty. The demands of consumers must be fully recognized, and enough information must be delivered to them (Hussain et al., 2007). Customers respond differently based on the emotions evoked when an expectation is verified or proven incorrect (Danner et al., 2017). When it comes to emotional connections to wine, the wine market may be divided into four categories: emotionally unattached, negatives, contented, and wine lovers. Consumers with a strong emotional connection to wine are classified as lovers, while those with no interest are classified as negatives (Calvo-Porrall et al., 2020).

Further wine must be developed with functional food attributes and thus made famous for better marketing and to attract consumers (Somogyi et

al., 2011). Word of mouth and feedback are other crucial factors for a buyer to consider when purchasing wine (Batra, 2008). As a result, caution must be exercised in this area as well.

The Covid -19 pandemic has demonstrated buoyant demand for indigenous wine due to a shift in consumer ethnocentrism (Miftari et al., 2021). During the pandemic, perceived health risks significantly influenced consumer behavior toward online buying (Fihartini et al., 2021). Consumers also prefer eco-friendly wine products, and thus, the environment certifications are becoming more of an attraction (Carbone, 2021). According to a study, the professionals have decreased their wine consumption due to anxiety during Covid-19, but wine consumption of non-professionals was not affected (Agnoli & Charters, 2022). The new normal situations have given a thrust in the online purchase modes. Online selling of wine is also a significant market channel for traders or wine-makers who want to export their products because the traditional local market does not provide sufficient returns (Bernal-Jurado et al., 2021). The higher the organic statuses and certifications, the better the website content quality and wine marketing; thus, more customers will visit the website (Bernal-Jurado et al., 2021).

2. AIMS AND HYPOTHESES

Modern thoughts, status symbols, and health benefits attached to the wine have recently caused Indian society to adopt wine. The purpose of this study is to explore all elements of consumer perception of wine consumption, and its objectives are as follows:

- to find out the factors that influence wine purchase decisions for consumers in India and understand if awareness, attitude, and deterring factors affect the purchase intentions of wine;
- based on the study of factors, the Indian consumer market is divided into segments.

Thus, the following hypotheses were developed using different variables that were found in the literature:

H1: *Purchase intention of wine in India is affected by the consumers' attitude.*

H2: *Purchase intention of wine in India is affected by the awareness levels of consumers.*

H3: *Purchase intentions of wine in India are affected by the deterring factors of wine purchase.*

3. METHODS

This study determines the Indian consumer perceptions about wine and its impact on wine purchase. The elements have been selected based on the literature review and the research gap found. The primary data used for this were collected using an online survey provided to wine consumers in different states of India. Questions were posed to the consumers to understand their perception of purchasing wine unbiasedly.

Seven of the eleven questions were demographic-based, and the rest explored purchase intentions, purchase deterrents, behavioral factors, and awareness about the product. Five-point Likert scales affixing 1 (Strongly disagree) to 5 (strongly agree) were used in the survey. The online poll helped in easy distribution and answer receiving.

The study was conducted with a sample size of 120. Convenience sampling has been used as people who consume wine of all ages above 21, which is the legal age for drinking wine in India, have been selected. In addition, the study tried to ensure that all the regions having wine consumers in India have been included.

The questionnaire consisted of demographic variables like age (age group 21 to > 50), location (urban, rural, and semi-rural), gender, and education level. The wine types (red, white, sparkling, rose, and others) that consumers have tried were also asked. To know about the purchase location, they were asked if the wine had been purchased from hotels, bars, clubs, duty-free shops, online services, or other ways. To know the behavioral factors, people have been quizzed on whether they consume wine as a

Source: Authors' elaboration.

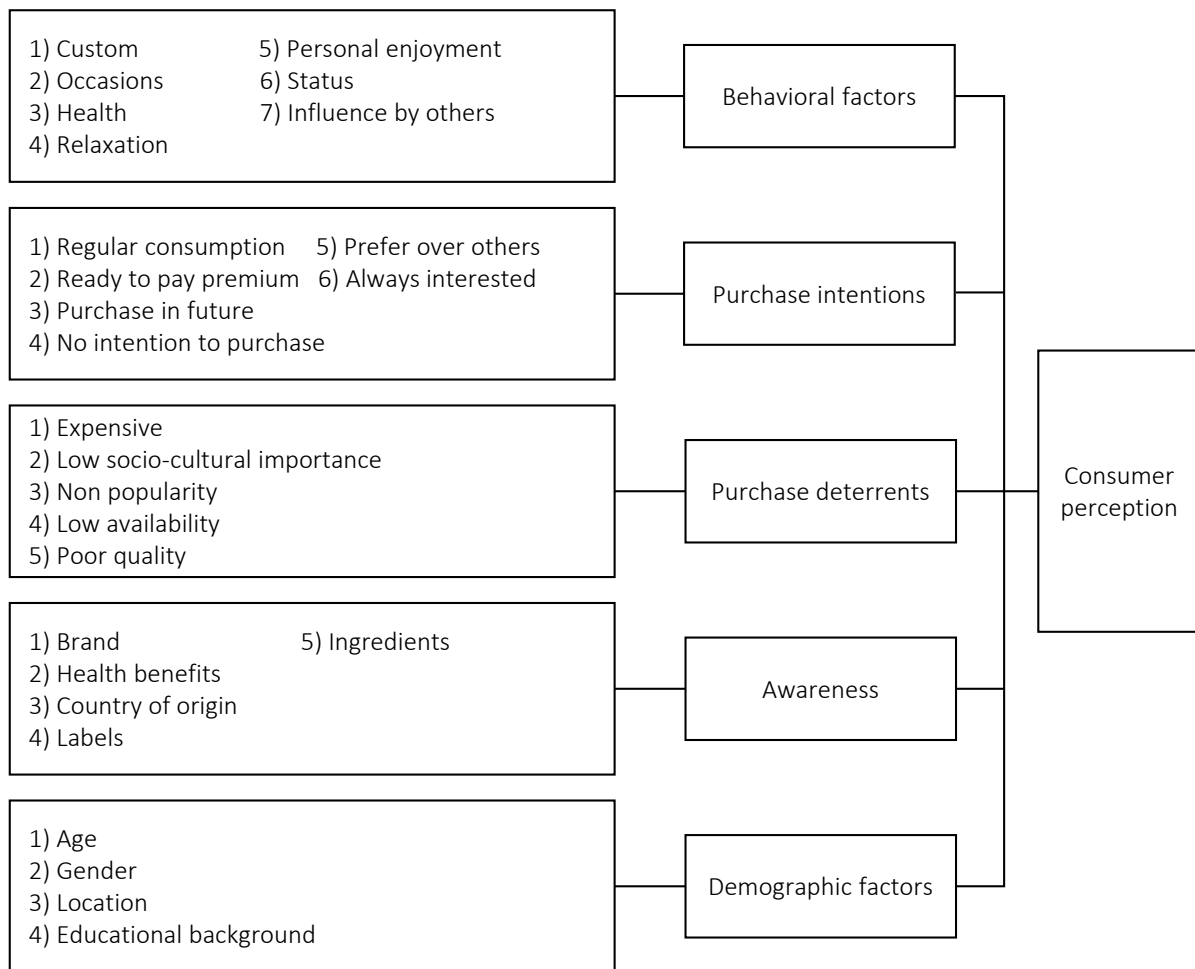


Figure 1. Conceptual framework of different factors and sub-factors

custom, on special occasions, as a health product, for relaxation or personal enjoyment, or as a status symbol. To further understand their purchasing intentions, they were questioned on whether they plan to buy wine in the future, if they are always interested, if they prefer it to other beverages, if they are willing to pay a premium price for wine, if they are frequent users and if they have no plans to buy wine. The awareness level was taken by asking them about brand consciousness, health benefits, country of origin, ingredients and grape variety, and the labels. The consumers were also asked why they felt not to purchase wine.

The data collected have been analyzed using EFA or exploratory factor analysis. EFA is a method used to understand the smallest number of factors, which helps understand consumer attitudes towards wine. Purchase intentions,

purchase deterrents, awareness, and behavioral factors have been analyzed using EFA.

The hypotheses were made using the variables, and the model was created to understand how awareness, deterrents, and attitudes affected wine purchase intention. The model is shown in Figure 2.

Confirmatory factor analysis is done in the second step to confirm factors and thus understand if the measures found are consistent with the research objectives. The descriptive analysis helped to analyze demographic factors (age, education, gender, and location characters) in the third step by understanding the different trends. In the fourth step, the market segments based on similarities are created using cluster analysis based on the factor analysis and the survey.

Source: Authors' elaboration.

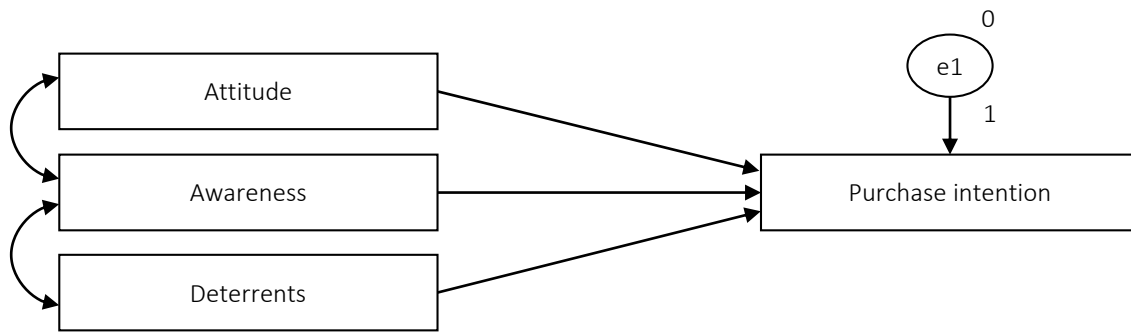


Figure 2. Model of hypotheses and variables

4. RESULTS

The data received from the survey were analyzed using SPSS AMOS and SPSS STATISTICS 25 software. First, descriptive analysis for demographic variables and exploratory and confirmatory factor analysis for the Likert scale questions were used. Then cluster analysis was done to segment the Indian wine consumer market.

4.1. Descriptive analysis

Descriptive statistics helps to understand and summarize the data collected directly from the

sample (Kaur et al., 2018). For this, the data was organized into a simple structure.

It was found that 50.8% of the consumers lived in urban areas, 26% in rural and 27.5% in semi-rural areas. The primary audience was males (61.7%), while females constituted 38.3%. Around 54.2% were in an age group 21-30, 17.5% from age group 41-50, 20.8% from age group 31-40, and 7.5% from age group 50 above. 48.4% of consumers were graduates, while 42.5% completed their post-graduation, 5.8% completed high school, and the rest of Ph.D. and diploma levels.

Table 1. Demographic profiling of wine consumers

Source: Authors' elaboration.

Particulars	Frequency	Percentage	Mean	Std. Deviation	
Age	21-30	65	54.2	1.82	1.012
	31-40	21	17.5		
	41-50	25	20.8		
	> 50	9	7.5		
	Total	120	100		
Gender	Female	46	38.3	1.62	0.488
	Male	74	61.7		
	Total	120	100		
Location	Rural	26	21.7	2.06	0.702
	Urban	61	50.8		
	Semirural	33	27.5		
	Total	120	100		
Educational level	High school	7	5.8	2.43	0.658
	Graduation	58	48.4		
	Post-graduation	51	42.5		
	Other	4	3.3		
	Total	120	100		
Attitude			3.1321	0.6579	
Purchase intention			2.8263	0.6755	
Awareness			3.535	0.8466	
Deterrents			2.7216	0.8326	

It has been observed that around 91.9% have consumed red wine. White wine is the next favorite and is consumed by approximately 37.4%. In addition, 17.9%, 15.4%, and 6.4% have had sparkling wine, rose wine, and other wines, respectively. Wine purchases were made from duty-free shops (44.7%), bars (41.5%), hotels (30.1%), clubs (13%), online services (8.1%), and other places, including those made at home (17.6%).

4.2. Exploratory factor analysis

Exploratory Factor analysis (EFA) determines the different factors that influence a group of measures and understand the relationship between elements and the experimental measurements (Decoster & Hall, 1998). Kaiser-Meyer-Olkin Measure (KMO) of sampling adequacy was 0.759, and Bartlett’s test of sphericity was significant, thus proving that factor analysis could be applied to this model. Extraction was

done by principal component analysis. Principal component analysis helps to get a smaller number of measures to describe the variability adequately (Decoster & Hall, 1998). Varimax rotation was used to get the factors, and factor loadings of 0.5 and above were taken.

The diagonal values were significant (> 0.5 from the anti-image correlation), and communalities were checked. Six factors (quality concerns, consumption preferences, consumption deterrents, consumption reason, social factors, and risk factors) explained 50% variances. A minor variance is because wine is only a special occasion product in India.

Cronbach’s alpha was used to determine the factor’s reliability, 0.817 (overall). However, when social and risk variables had low reliability, they varied individually. Consumption preferences, deterrents, reasons, and quality concerns are the most critical aspects of the model. When

Table 2. Variables, factors, and reliability

Source: Authors’ elaboration.

Particulars	Cronbach’s alpha
Quality concerns	
I am conscious about the brand of wine I consume	0.859
I am aware of the health benefits of wine	
I am aware of the country of origin of the wine	
I am aware of the ingredients and grape variety of the wine I consume	
I read and check the labels before I purchase wine	
Consumption preferences	
I am always interested in buying wine	0.794
I intend to purchase wine in future	
I prefer wine over other beverages	
I am ready to pay a premium price for wine	
I do not intend to purchase wine	
Consumption deterrents	
I am not ready to purchase wine because of its low availability	0.847
I am not ready to purchase wine because of its poor quality	
I am not ready to purchase wine because of its non-popularity	
I am not ready to purchase wine because of its low socio-cultural relevance	
Consumption reasons	
I consume wine for personal enjoyment	0.732
I consume wine for relaxation	
I consume wine on special occasions	
Social factors	
I consume wine as a custom	0.445
I consume wine as a status symbol	
Risk factors	
I consume wine due to its influence	0.561
I am not ready to purchase wine because it is expensive	

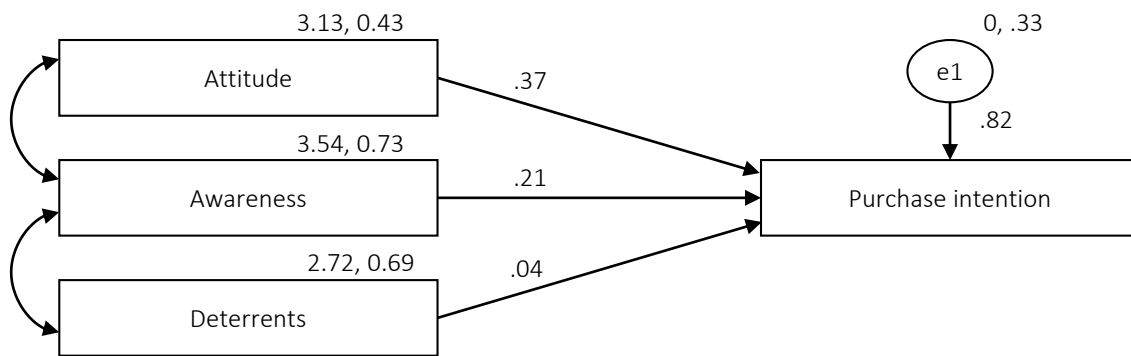


Figure 3. Confirmatory factor analysis

social factors such as status symbols and wine intake based on peer influence were considered, social factors were seen to gain importance.

4.3. Statistic inferential analysis

It was done in SPSS AMOS to ensure that the hypotheses and model were accurate. The hypotheses were tested using Structural Equation Modelling (SEM). AMOS performs various analyses using the general approach of SEM or analysis of covariance and aids in understanding the hypotheses, variables, and associated model developed.

The hypotheses upon which the model was built were previously discussed. The SEM method aided in determining the fitness of the model. Initially, the means of the variables were determined using Excel, and the SEM analysis was performed. The

model with variable estimates and errors is depicted in Figure 3.

The model's endogenous variable is purchase intentions, whereas the exogenous variables are awareness, attitudes, and deterrents. There is also an unobserved external variable, e1. The result was significant, with a Chi-square of 3.592 and a probability level of 0.058 at degrees of freedom 1. The model was recursive, and the goodness of fit was evaluated. Table 3 shows the results of the analysis.

Table 4 shows the relationship between the variables and the hypotheses. It is revealed that Hypotheses 1 and 2 are accepted, whereas Hypothesis 3 is rejected.

In conclusion, the study discovered that attitudes and awareness factors, rather than deterrents, influence wine purchase intentions in India.

Table 3. Outcome of confirmatory factor analysis

Index	Outcome of analysis	Assessment of the model
Chi-Square	3.592	Adequate
Probability	0.58	Adequate
GFI	0.944	Adequate
TLI	0.518	Low
CFI	0.952	Adequate
CMIN/DF	3.592	Adequate
RMSEA	0.096	Marginal

Table 4. Relation among the variables

Hypotheses	Antecedent	Variable	Estimates	S.E.	P	Decision
1	Purchase intention	Attitude	0.374	0.087	***	Support
2	Purchase intention	Awareness	0.208	0.068	0.002	Support
3	Purchase intention	Deterrents	0.306	0.064	0.573	Reject

Note: *** means that p value is between 0 and 0.001.

4.4. Market segmentation and cluster analysis

The factor analysis scores were utilized to define segments and divide the Indian market into separate clusters using cluster analysis. Initially, a hierarchical cluster analysis was performed using Ward’s method and an interval of squared Euclidean distance, and the dendrogram produced featured three customer clusters.

Then, to categorize and understand the attributes of each cluster, K-means cluster analysis and two-step cluster analysis were performed. K-means cluster analysis aided in data categorization and iteration. The distance between the initial centers was 11.045 after five iterations. Except for the statement “I am not willing to purchase wine because of its low socio-cultural relevance,” all factors in the ANOVA table were significant. The number of populations in each cluster is shown in Table 5.

Table 5. Percent of cases in each cluster

Number of cases in each cluster	
Cluster	1 44.2%
	2 29.2%
	3 26.7%
Total	100%

The two-step cluster analysis helped understand the factors that differentiate each segment or the cluster, and the three segments are:

1. Segment 1 – Regular consumers (44.2%). This category includes persons who drink wine regularly or with their friends, are well-informed, and buy wine based on brands, labels, grape varieties, and label contents. They are always more likely to purchase wine than other beverages. Consumers who purchase wine for relaxation and drink wine because it is considered a healthy drink also fall into this category.
2. Segment 2 – Non-consumers of wine (29.2%). This segment consists of persons who do not intend to buy wine shortly owing to unfamiliarity, scarcity, quality concerns, cost, and relevance to socio-cultural circumstances.
3. Segment 3 – Occasional buyers (26.7%). This group includes those who buy wine on special occasions or under the influence of friends and

family. Risk perception and price are critical factors since wine consumption is a status statement rather than a habit.

Table 6. Final cluster centers

Source: Authors’ survey.

Particulars	Cluster		
	Regular consumers	Non-consumers	Occasional consumers
I consume wine on special occasions	4.00	4.00	3.51
I consume wine due to its health benefits	3.71	2.92	2.86
I consume wine for relaxation	3.97	3.24	3.03
I consume wine for personal enjoyment	4.14	3.40	3.14
I consume wine as a status symbol	2.66	1.96	1.95
I consume wine due to its influence	3.17	2.52	2.57
I intend to purchase wine in future	4.19	3.36	2.51
I am always interested in buying wine	3.79	2.84	2.00
I prefer wine over other beverages	3.53	2.48	1.95
I am ready to pay a premium price for wine	3.48	2.84	2.03
I am a regular user of wine	2.84	1.60	1.59
I am conscious about the brand of wine I consume	4.10	2.32	3.41
I am aware of the health benefits of wine	4.19	2.80	3.62
I am aware of the country of origin of the wine	4.02	2.08	3.38
I am aware of the ingredients and grape variety of the wine I consume	3.95	2.32	3.59
I read and check the labels before I purchase wine	4.02	2.76	3.43
I am not ready to purchase wine because it is expensive	2.69	3.40	2.84
I am not ready to purchase wine because of its non-popularity	2.62	2.92	2.24
I am not ready to purchase wine because of its low availability	2.67	3.12	2.11
I am not ready to purchase wine because of its poor quality	2.90	3.40	2.08
I am not ready to purchase wine because of its low socio-cultural relevance	2.84	2.96	2.51
I consume wine as a custom	3	2	2
I do not intend to purchase wine	2	2	3

Table 7 shows the cross-tabulation between the demographic variables and the three clusters. It showed that most regular consumers were 21-30 years old, i.e., the millennials. Consumers living in urban areas tend to consume more wine than in rural and semi-rural areas. Most of the females also came under either regular or occasional. Most regular consumers of wine had an education level of post-graduation.

Table 7. Cross-tabulation of demographic variables and the clusters

Demographic attributes	Regular Consumers	Non-consumers	Occasional buyers
Age			
21-30	28	19	18
31-40	9	2	10
41-50	16	3	6
> 50	5	1	3
Location			
Rural	10	6	10
Urban	33	10	18
Semirural	15	9	9
Gender			
Female	22	9	15
Male	36	16	22
Educational level			
High school	1	2	4
Graduation	31	13	14
Post-graduation	25	10	16
Other	1	0	3

5. DISCUSSION

The study verified that attitude and awareness levels influence wine purchase behavior. According to Johnson and Bruwer (2004), the key reason these characteristics influenced purchasing behavior is the risk-aversion attitude and the other strategy thus utilized by customers. The information customers felt required before purchasing wine was included in the awareness levels. Previous research has shown that consumers place a high value on the contents of the wine. Consumers like to learn about the wine before purchasing it; thus, it is critical that the components, such as preservatives, be included on the label (Saltman et al., 2015). The wine taste and the complementarity with the meal are essential, which come with particular flavors (Mitchell & Greatorex, 1989).

Expensiveness, low socio-cultural value, non-popularity, limited availability, and poor quality were

also rejected as deterrents to wine purchasing. Mitchell and Greatorex (1989) found that price is not an important factor in wine buying when other factors are taken into account. When compared to other components, deterrents had a lower mean with 0.83 standard deviations. While there were minor variations in consumer perceptions of deterrents, they were primarily unimportant.

The highest reliability for quality concerns proves that consumers valued quality the most. Consumers are health-conscious and were drawn to the wine by its brand, country of origin, ingredients, and label content. According to Atkin and Johnson (2010), the brand and place of origin are essential marketing factors that are not utilized to their full potential.

The wine was not used as a status symbol or a habit in India. It was purchased more frequently for personal enjoyment, relaxation, and special events. Companies having good economies must focus more on advertising the wine as high-involvement consumers mostly judge the product before tasting it by doing their initial research (Casini et al., 2009).

Segmenting is critical for subsequent product positioning since excellent positioning helps the product market better (Qenani-Petrela et al., 2007). The second objective divided the Indian wine market into regular consumers, non-consumers, and occasional buyers. The cluster analysis found that most consumers were regular consumers and drank mainly due to friends and family influences. In addition, most wine drinkers were aged 22-30, showing that they drank wine mostly during parties and get-togethers. Age-based segmentation is an essential method of market segmentation (Wolf et al., 2005). According to Wolf et al. (2005), Generation Y, or young people, prefers less costly wine with a decent value. Furthermore, these folks must be educated on wine consumption practices to pair it with the appropriate cuisine (Agnoli et al., 2011).

The other segments in the Indian market are of almost the same proportion. The factors like health consciousness, psychological thoughts, and other social factors make up the perceived risk, affecting purchase behavior (Gupta & Sajani, 2020). The non-consumers tend not to purchase wine but have only tasted it. This is because of quality, price,

and lack of importance in society. The brands can position themselves better through social media and understand the consumer feedback, as suggested by Farshid et al. (2012). This will attract more consumers into the wine industry than conventional promotions. The occasional buyers drank wine due to the influence of their friends or special occasions.

It was found that those who did not purchase wine were due to the perception that wine could be of low quality and is expensive. The choice of wine purchase depends upon the benefits of a brand, which can be personality, demographic characteristics, situational and behavioral parameters (Orth, 2005). In the Indian situation, all three segments answered that the non-popularity is the partial reason people do not consume much wine. It was also found that regular consumers were aware of the health benefits of the wine and were ready to pay higher prices for the better-quality wine.

CONCLUSION AND STUDY LIMITATIONS

This study was conducted to understand the consumer's perceptions regarding why, when, and how the wine is purchased in the Indian scenario. In addition, the study tried to understand consumers' attitudes toward wine and segmented the market based on their preferences.

The study discovered that the predominant wine buyers in India are millennials (54.2%) when it comes to age, and urban residents (50.8%) consumed more wine than rural (21.7%) and semi-urban residents (27.5%). Quality concerns are the most significant factor influencing wine purchases. It has also been shown that women (38.3%) consume less wine than men (61.7%) due to the low social status of wine in the average home.

The factors which were taken into consideration for understanding wine consumer interests were quality concerns, consumption preference, consumption deterrents, consumption reasons, social factors, and risk factors. Among them, social factors ($\alpha = 0.445$) and risk factors ($\alpha = 0.561$) were rejected, and the others were found to be the most important. When the CFA was done to check which factors affected purchase intention, attitude and awareness were the most important, and deterrents were rejected ($P = 0.573$). The Indian wine consumers were divided into three segments: regular consumers (44.2%), non-consumers of wine (29.2%), and occasional buyers (26.7%).

The wineries must consider these findings and promote wine to the younger market segment to increase its appeal. In addition, India's rural and semi-rural locations, which are the highest in the area, are still untapped, and this should be remedied. Since wine is not a common household item, it should be marketed more based on its quality and health advantages. The value of advertising and word of mouth is demonstrated by people purchasing wine based on their friends and family recommendations. When marketing wine, these characteristics must be considered to learn more about it and see it as more than just an alcoholic beverage. The study also revealed that while women are less likely to purchase wine, they are willing to if it is of excellent quality. The study also concludes that the purchase intention is influenced by people's knowledge about wine, its learnings, and their attitude and circumstances when buying wine.

Though the study made significant contributions, it also has a few flaws that can be utilized for future research. Despite being adequate and taken without prejudice, the number of respondents can be increased for better demographic characterization. The study may have additional insights if direct face-to-face interviews is undertaken with the respondents rather than through the internet technique. Furthermore, the impact of social media on wine consumption can also be investigated further, as they are influencing buying decisions.

AUTHOR CONTRIBUTIONS

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