

Factors influencing leading to choice of a particular wine

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Abstract

Wines from all countries, regions and style keep pouring into the market, launching- local, international, and, yet many don't come to know reality of the wine, where it came from. Reading of wine label has become easy, over the past 5 decades, and all the new world wines dominate the market. The consumers make numerous decisions in purchasing affected by both external and internal elements. The preferences of such a fine commodity concentrating on identifying the factors influencing them in choosing and coming to a decision making of a preferred wine or a bottle of wine.

I. INTRODUCTION

The wine makers say - love the wines you drink, and drink the wines you love. And then the theory of labels- how to put together a knowledge and legacy of a wine, grapes, region, flavour intensity ,its attributes all together in an easy way to read and ultimately understand the finest pearls of the final taste of the wine and equally savoured.

How will a layman understand, the French Syrah, hermitage, or an old world grit, Nebbiolo, tempranillo, the defiance and complexity of Bordeaux, burgundy, Rhone wines. A language spoken in old English understood to those who hear the roar of the grapes in the vats. The sleek, ripen and well integrated reds, floral and distinctive champagnes and sparkling wine, a well-knit, creamy, country focussed whites. All of them are like a walk down a country lane, a dance in grass fields, tribal fusion in fruity orchids, a coherent collision in buds of the various blossoms, unearthing dreamy soil- chalky, limestone on the cemented blends, like conversations of a road trip to a carnival.

So, it comes to the bottle to sell the art, with label, attractive label, packaging, wine advertising, market placement. And so on. And here comes the internal and external elements that interfere with influencing factors at the preferences of choosing a wine.

Although historical research has suggested that vines were introduced to India from Persia as early as 2500 BP, details are scant. But dating back to Bronze Age, there are significance long signs of vine cultivation and wine making. Winemaking was widespread under British rule during the 19th century. However, phylloxera at the beginning of the 20th century, along with government disapproval, nearly wiped out the industry.

The tradition of drinking wine is still in backstage area, due to traditional values, high taxes, high price, compared to spirits, beer and whisky, but, gradually turning into more manufacturing industry and consuming nation. There are two main wine growing regions: Nasik, in the state of Maharashtra, near Mumbai; and Nandi.

II. LITERATURE REVIEW

- *The influence of involvement on purchase intention for new world wine, Linda D. Hollebeck, Sara R. Jaeger, Roderick J. Brodie, Andrew Balemi. (<https://doi.org/10.1016/j.foodqual.2007.04.007>) Swot analysis of wine industry reference to Indian market, Dr.YT Pawar-* The researcher spoke about the diagnostics of the wine influencing in the Indian market in context to the European and global fatuation with wine industry. The scenario of the Indian wine industry in the market is on steady and slow rise compared to the global demand and supply. Faced with facets and challenges according to the Facts available and recorded to understand the purchase of wines are low. But there are opportunities as abundant as the wines available on the shelves that are to avail he necessary clearances from the government and the body.
- *Influences on millennial wine purchase, Kelsea Nissen, march 2012.-*The study was taken in San Luis Obispo country, to perform, understand and compare influences of wine purchasing of the millennial and prior generation. Based on it was concluded that they are different and varies by great margins and factors, such as marketing, advertising, wine brand recognition, region of origin of wine recommendations from others, price and value of the wine and not reading and understanding wine label. So socializing plays great part in the purchasing. Where they are able to meet, discuss, taste and try and know how about wines also affordable price with value to the wines matters. Regions also does not matter due to more exploring nature and not preconceived notions
- *Factors Affecting Wine Purchase Decisions and Presence of, New York Wines in Upscale New York City Restaurants, Trent Preszler and Todd M. Schmit-*Based on the researches research on the factors involved were on price, offerings and brand recognition on several parameters like- Tastings/personal appraisal, Value/profit margin potential, Variety of regions, Price category, Variety of qualities, Customer comments/requests, Winery or name-brand reputation/ prestige, Product is new or innovative, Word-of-mouth, Discounts/ promotions offered by wholesaler/distributor, wine ratings. However it is a collective information that is taken by the customers and clients to purchase wine and same goes for the

restaurants and store keepers to keep the wines in their list and changing the periodically.

- *Consumer Purchasing Behaviour for Wine: What we know and where we are Going, Prof Larry Lock shin, Wine Marketing Research Group, University of South Australia, John Hall, Victoria University, Australia.*-The researcher's talks about the market strategy revised in 1988 as the double – jeopardy – effect. Which talk and analyses about how not the attitude but the actual buying behaviour works and defines a perfect purchase by different clients and customers over a period of time, and that too periodically. So in layman language, when a customer or more consumers (penetration) recognises a brand but also looks at the different other possibilities and choose to purchase it periodically over larger span of time (frequency). So the actual problem here is not much data, to speak for itself, and leaving us with compromised situation of what factors influences leading to a wine purchase. So it comes down to the interaction between a wine bottle on the shelf and customer reaching out to it.
- *Wine purchasing: Planned or unplanned behaviour? , S.L. Forbes Faculty of Commerce, Lincoln university, June 2014*-The author decodes that the tendency of planned wine purchasing dominates the unplanned purchasing of other spirits, whiskies, beer and cocktails. majorly, wine portray and exception the rule, that , whatever is available in the market the customer picks and choose something of a great value and lower in price. Again an exception to the rule, purchasing pattern of planned decisions made in wine stores, restaurants, and clubs where dominating whereas unplanned in departmental store, dominated. So, the researcher talks about the difference between consumption situations and purchasing behaviour.
- *2018, How do consumers select wine? Factors that affect the purchasing decision of wine consumers in Singapore, David Chan (Shatec Institutes, davidchan@shatec.sg)*-The researchers here used the double jeopardy effect and interviewed the actual buyers at the pint f sale that is the store manager, buyers at the various store, wine personnel's, mall interception, online survey. He concluded the research with the factors of price being the highest outcome of purchasing behaviour, then comes to place of purchase that is supermarkets or wine store. Finally the preferred wines in the order of Australia ranking first then France, taking the major chunk of 80% share of the annual sales in the wine industry.
- *Survey analysis of wine label preferences, California polytechnic state university, by holly mcginty, December 2010.*-People preferring, eye catchy, and unique labels in united states country, and California being home to the traditional wine drinking culture, it is easy to explain the hypothesis, knowing ever increasing tastes in wine and choices to choose from variable and largely changing, new wines entering the market the customers preferred choosing a wine which looks attractive the knowledge about them preceding in a natural behaviour of pre determining it already it will be a great wine.

- *The Factors That Influence The Wine Purchasing Frequency of Young Consumers*
Uğur Kaçan, Istanbul Bilgi University, Prof.Dr.Selime Sezgin, 30.05.2016.-The researcher expressed and focused his research on the young consumers and purchasing behaviour, and the conclusion of his theory and research explored and explained the young generation believes in Socialization, and researcher's emphasis on the sex role learning and moral development of young consumers instead of focusing on consumer learning and behaviour. Young people are described under 25, with low disposable income.

III. RESEARCH METHODOLOGY

3.1 Primary Research-

My primary research was based on Questionnaire the survey is conducted in Pune, they were given locally in shopping areas, and online to conduct them.

The question asked were first the basic about name age, and then about know about wine , and then characters of wine , label, when purchases, from where and so on and so forth.

- To study the current scenario of the wine industry in the market.
- To study and understand the factors leading customers to purchase a product and the intent behind it.
- To study factors influencing alike of a wine.

There were limitations to the study as in terms of only Pune city was taken to make the research, the delay in respondent's their actual mindset while filling up the questionnaire for the survey.

3.2 Secondary Research-

the research paper profound the grey areas where wine manufacturers can place more input to increase their sales and be more in the limelight in figuring out ways to effectively and efficiently place their product for better profits , by making the necessary changes and taking the appropriate steps..

There were many websites with similar facets of the topic, visited, read, to write my own paper and make a questionnaire.

- Google scholar
- wine spectator
- Indian Wine industry adapts to global standards, by Kanika Dhawan on April 23, 2017 features, global news, and Indian wine news.
- Videos on wine spectator.

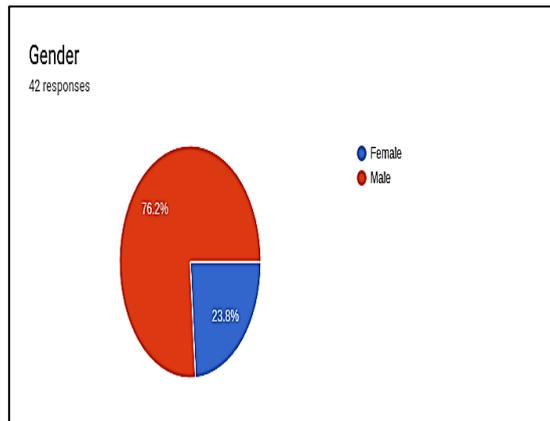
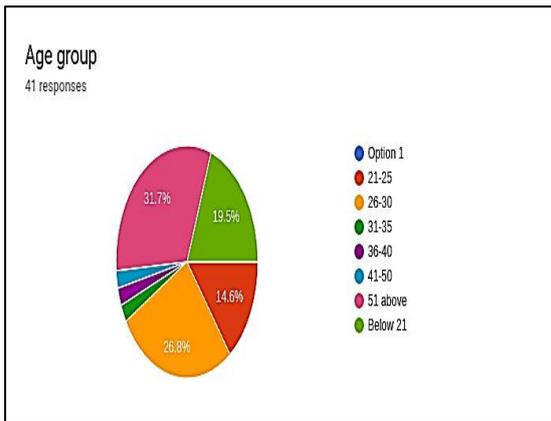
The sites are enlisted in the reference section.

IV. DATA ANALYSIS AND FINDINGS

On the bases of the data collected- the segments divided into-

4.1 Gender and age group- On the bases of the data collected – more males responded compared to females and in that more of 51 above compared to between the ages 26-30.

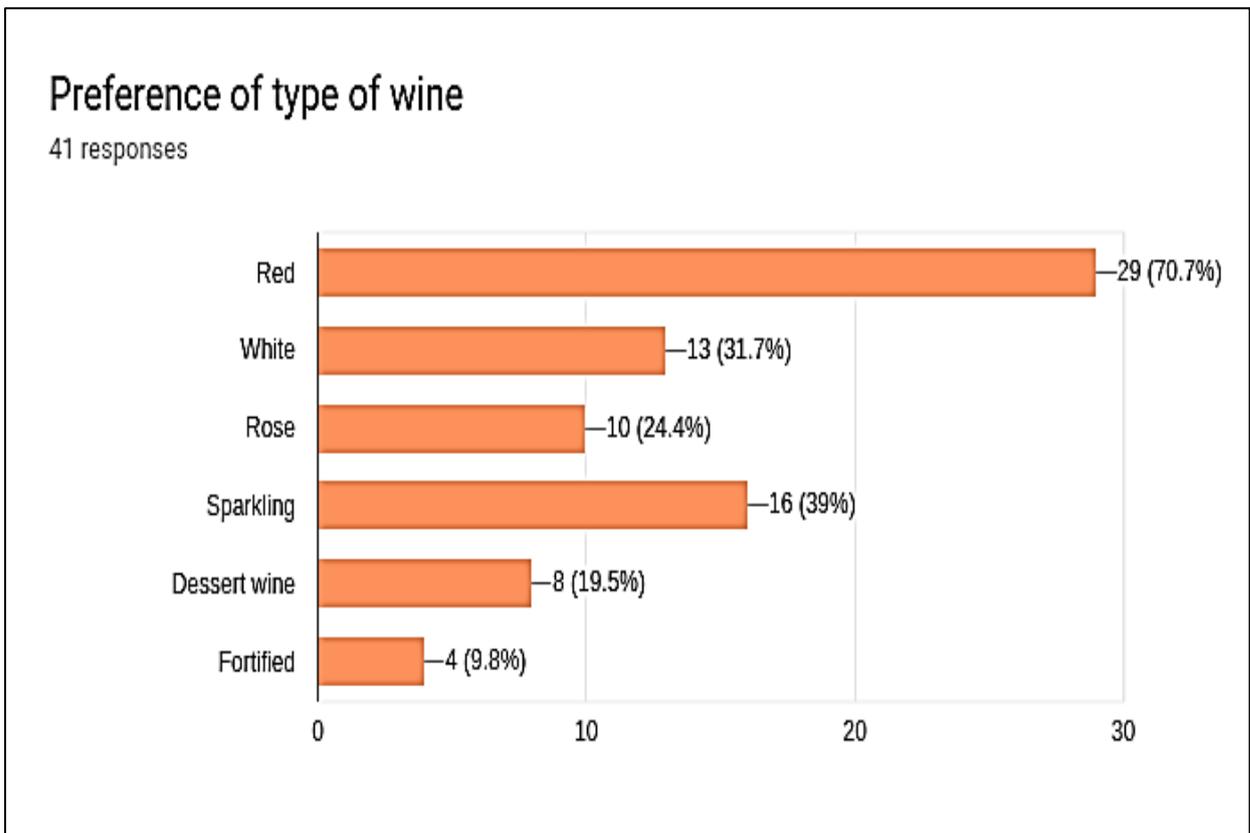
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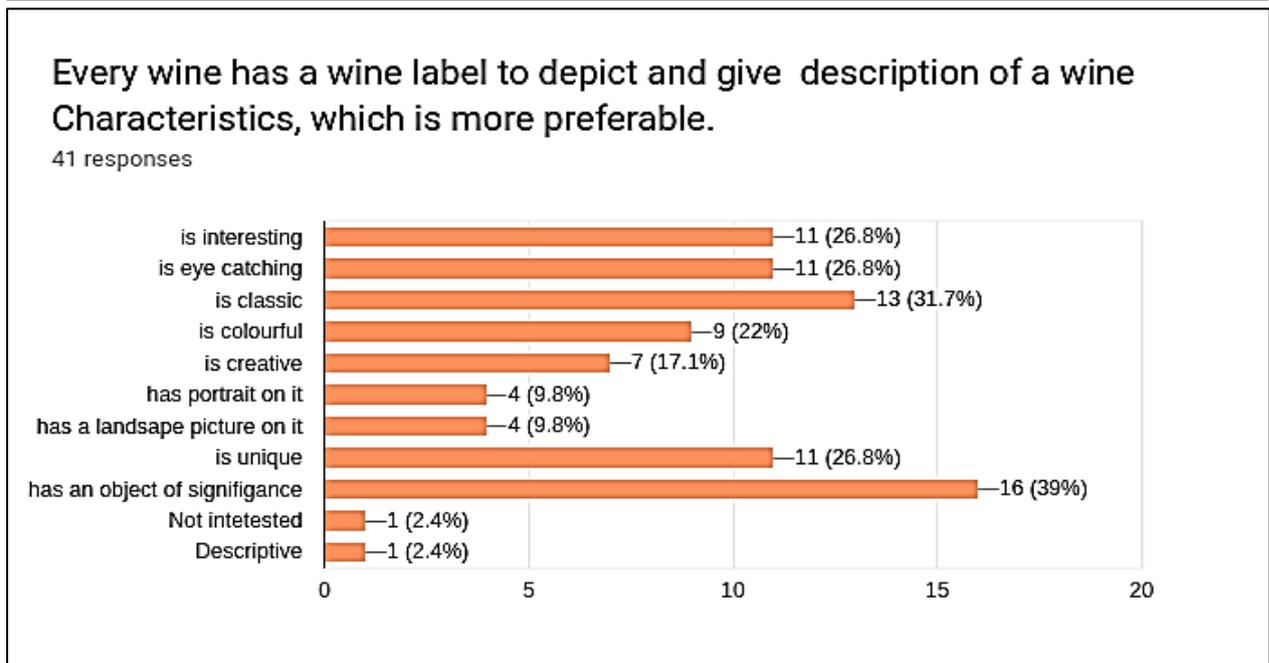
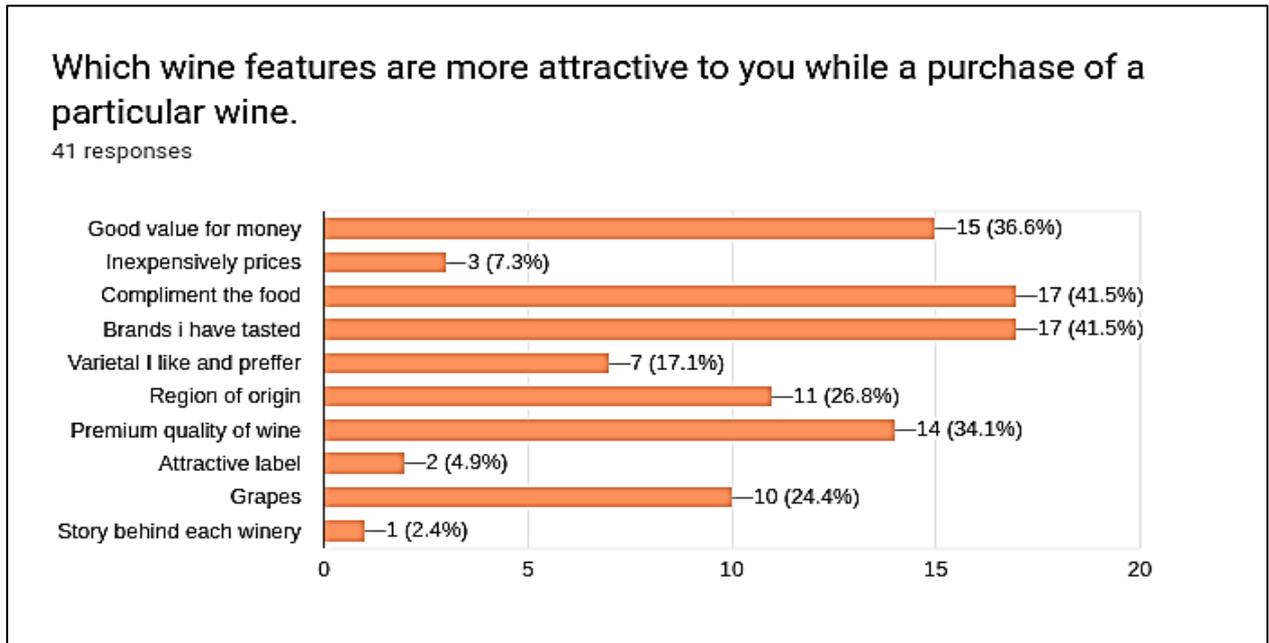
The frequency of drinking wine is comparatively to the spirits is less, but, the frequency of drinking a wine is equivalent to beers. Reason price matters to any generation of people. More rerequently the purchase of the wine is broader towards departmental store and wine shops.

4.2 Wine types-

- People choose red wine mostly and in second place sparkling wine. Reason not sociably moving in crowd when it comes to wine, the idea, and understanding is less.
- Wherein the generation is more expanded with knowing about them, and eagerness to explore them.



4.3 Wine Label and the bottle-



The respondents expressed themselves on the opportunity of knowing, understanding, and exploring the wines to the next level and that is by showing signs

- Of complimenting the wine with better with food specially a choice they have made before, a language known to them.
- Price matters but need something which is classic and elegant as the premium origin of wines.
- The uniqueness and interesting part of the label derived from reading of the wine bottle is more in the respondents, who are aware of the wine, origin, grapes, and again expressing a wish to know more about the winemaker/ winemaking in the winery.

V. OBSERVATIONS AND FINDINGS

Obviously, one size does not fit all. So the ability of the product, and skills of the winemaker are not wasted, in fact, as the changing market and the ever changing needs of the customers in wine segment market and the industry has abundance, and surely there is a right pair that fits the bill. As in, influences the liking of wine aspect and the other, purchasing intent.

A. So the top factors influencing liking of wine are:

1. Price- value for money.
2. Types- occasional purchases changes to the need of the requirement.
3. Brands- influenced by previous purchase or social network impact.
4. Understanding wines – interpersonal influence origin, winemaking, and the bottle in totality.
5. Understanding Labels- origin, appealing looks, about the wine.

B. Top factors influencing Purchasing intent, An informed/ uninformed or planned / unplanned choice of purchasing a wine are:

- An informed planned choice in regular wine drinkers
- An uninformed unplanned choice in not so enthusiastic drinkers.

VI. CONCLUSION

From thousand of possible ethical choices to make one is unreasonable of any winery, and winemaker with its brands association. In short helping them out to reach out to customers and make the necessary changes in the most reasonable way to create a better market and opportunity for both the creator (maker) and the consumer.

Men buys: women shops- females and males both make a decision in terms of choosing wine. That is sociably informed females from the younger generations (gen z, y,)do, make a planned informed purchase and are more influential in nature in compared to the above 50 plus (baby boomers). Men, on the other hand, go with the flow, but similarly, needs and changes are made to attempt the purchase based on influential choice than a planned purchase. They make an unplanned informed purchase in the gen x, y than the baby boomers, who make a planned uninformed purchase. Price plays a very important factor in purchasing intent as well choosing a wine in the younger generation as their level of disposable income is low, so they prefer something of a good value in a lesser cost.

Consumers are not searching for one- hit - wonder, or that is yelling for attention, the look for reliability, which comes from exploring, sociably moving , with the all sorts of crowds', and literally coming down to a conversation in a form of a debate as a social norms of the society. But at the same time people are drawn to a one –of- a- kind probability and choice when it comes to design, attractiveness, colour, and shape of the bottle in short the uniqueness of the bottle. This phenomenon changes from time, need, and information which finally lead to the informed planned purchase or uninformed purchase. More than that there are many swot analysis of the Indian market, wine industry

some overview factors leading and adding up to the higher and lower consumption of wine in India.

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