

Perception Study of Mumbai Wine Market Culture from the Customers' Point of View

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Abstract: *The wine market in Mumbai, India, has witnessed significant growth in recent years, with an increasing number of consumers showing interest in wine. This research paper explores the perceptions and preferences of customers in Mumbai's wine market culture. Through a mixed-methods approach, including surveys, interviews, and observation, we aim to gain a comprehensive understanding of how customers perceive and interact with the wine market in this vibrant city. The findings provide valuable insights for wine producers, distributors, and policymakers looking to better understand the evolving wine culture in Mumbai.*

Keywords: Wine, Perception, Challenges, Development, Supply, Sale

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