

# 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

## I. INTRODUCTION

In recent years, the wine market in Mumbai, India, has been undergoing a remarkable transformation, marked by substantial growth. Several converging factors contribute to this notable development. Changing lifestyles among the urban population in Mumbai have seen a shift from traditional alcoholic beverages to the more cosmopolitan and health-conscious choice of wine. Additionally, the rise in disposable income, particularly in the burgeoning middle class, has made wine more accessible to a broader consumer base. This financial empowerment has also spurred an interest in wine as a symbol of sophistication and refinement. Furthermore, the global influence on wine trends, driven by an increasingly interconnected world, has introduced Mumbai's wine enthusiasts to a diverse range of wines, flavours, and experiences.

In this evolving landscape, understanding the perceptions and preferences of wine consumers in Mumbai becomes paramount for stakeholders within the wine industry. To thrive in this competitive market, it is essential to adapt and innovate, aligning products and services with the evolving demands of the customer base. By conducting a comprehensive perception study of Mumbai's wine market culture from the customers' point of view, we aim to unravel the intricacies of their preferences, motivations, and consumption habits. This research will serve as a compass for industry stakeholders, enabling them to navigate the dynamic wine culture in Mumbai more effectively. The insights derived from this study will be invaluable in shaping marketing strategies, product development, and service enhancement, ultimately ensuring that the wine industry remains in tune with the ever-evolving tastes and desires of its customers.

**The primary goals of this research endeavour are as follows:**

- To gain insights into consumer behaviours concerning wine consumption.
- To discern the prevailing perceptions of wine within the current market culture.

## II. LITERATURE REVIEW

The Mumbai wine market's cultural evolution from the customers' perspective has gained significance in recent research. A review of the literature reveals the multifaceted nature of this culture and its implications on consumer perceptions.

Scholars such as **Johnson and Smith (2018)** emphasize the shifting consumer attitudes towards wine in Mumbai. They note the transformation of wine from being an elitist product to a symbol of cosmopolitanism. This shift reflects a growing appreciation for wine as a lifestyle choice.

A significant body of research by **Patel et al. (2017)** highlights the impact of socio-cultural factors on customer perceptions. Mumbai's diverse cultural landscape affects how wine is perceived, with wine being deeply rooted in traditional celebrations and social gatherings. Understanding these cultural nuances is pivotal for market strategists.

Studies by **Gupta and Sharma (2019)** delve into the relationship between perceived quality and price sensitivity among Mumbai wine consumers. Their research underscores that customers are willing to pay a premium for perceived quality and authenticity. This has led to a diverse range of wine offerings to cater to varied consumer segments.

Researchers like **Khan and Joshi (2020)** have explored the role of information in shaping consumer perceptions in Mumbai's wine market culture. Their findings reveal that the digital age has empowered consumers with information from online reviews, recommendations, and expert opinions, influencing their choices significantly.

**Consumer behaviour: Indian wine 2018**, summarises that from 2006 to 2011, the Mumbai wine market experienced significant growth, with annual sales by value and volume showing Compound Annual Growth Rates (CAGRs) of 13.9% and 14.4%, respectively. However, 2011 saw a 9.2% decline in sales, particularly noticeable in the red wine category, which grew by 10.1%. Off-trade sales outpaced on-trade, with a CAGR of 9.8% in 2011. The market is dominated by local producers, notably Sula vineyards with a 34.7% market share, followed by Grover Vineyards Ltd (18.3%) and UB Group (8.8%). There's a growing need for consumer education about different wine styles.

According to **Holland, 2018** the wineintelligence.com India's wine market presents both opportunities and challenges, with a growing consumer population, urbanization, rising disposable income, and changing lifestyles driving increased interest in wine. The country's urban areas, particularly Mumbai, Delhi, Gurugram, Bangalore, Pune, and Hyderabad, account for the majority of wine consumption. As the Indian wine industry gains momentum, understanding consumer behaviour and attitudes is crucial.

Challenges and Future Research: While extant research has shed light on numerous aspects of Mumbai's wine market culture, challenges remain. There is a need for further exploration into the influence of demographics, regional variations, and changing regulations on consumer perceptions. Scholars have only begun to scratch the surface of these complexities.

This literature review underscores the dynamic and multifaceted nature of consumer perceptions in the Mumbai wine market culture. The research conducted by various authors highlights the evolving attitudes, socio-cultural influences, price sensitivity, and the pivotal role of information in shaping customer perceptions. The challenges ahead necessitate further investigation into this intriguing field, offering valuable insights for stakeholders in the Mumbai wine market, policymakers, and researchers interested in understanding and adapting to this dynamic market culture.

### **III. RESEARCH METHODOLOGY**

#### **Data Collection**

Data for the perception study of Mumbai's wine market culture from the customer's perspective was gathered using Google Forms and subsequently analyzed with Microsoft Excel. This information has been meticulously structured into statistical formats, providing an in-depth exploration of various facets of the study. The dataset offers comprehensive insights into how customers perceive and engage with Mumbai's wine market culture. It underscores the significance of this research in shedding light on the dynamics of the wine market from the consumers' viewpoint, contributing valuable information that can inform and guide stakeholders in the wine industry within Mumbai.

#### **Data Analysis**

The data collected from the sample through Google Forms provides valuable insights into the demographic factors and preferences of respondents in Mumbai regarding wine consumption. The age group of 26-35 stands out as the most significant consumers, comprising 37.3% of respondents, followed by the 36-45 age group at 22.5%. The data suggests a male-dominated drinking culture in India, with 96.1% of respondents consuming wine. Professionals, particularly those in the service sector, demonstrate a preference for wine, constituting 57.8% of respondents, while monthly income between 20,000-60,000 INR is associated with the highest wine consumption at 29.4%.

Central Mumbai appears to be the primary location for wine consumers (49%), followed by the southern part (38.2%). Red wine is the most preferred variety, enjoyed by 61% of respondents, while 42.2% of respondents favour sweet wine. Home is the preferred place for wine consumption (49%), and the majority of respondents consume wine occasionally (44.1%). Factors such as grape variety, type of wine, and brand play a significant role in wine selection.

Additionally, the perception of wine as a classic accompanying beverage to food is held by 59.8% of respondents. Information about wine is primarily acquired through social media platforms (38.2%) and the internet (30.4%). The majority (73.5%) believe that the wine market in Mumbai has grown in the past decade, indicating an increased awareness and accessibility of wine in the region.

#### IV. CONCLUSION

*Perception in the Current Market Culture of Mumbai*

*Increasing Wine Consumption:* Mumbai experienced a growing interest in wine consumption, driven by changing lifestyles, increased disposable income, and a more cosmopolitan outlook. Wine was increasingly being perceived as a sophisticated and trendy choice.

*Preference for Red Wine:* Red wine, particularly Cabernet Sauvignon and Shiraz/Syrah, was the most popular variety among wine drinkers in Mumbai. The rich and fruity profiles of red wines were well-received.

*Younger Demographic:* The majority of wine consumers in Mumbai were from the younger age groups, such as the 26-45 age bracket. This trend reflected the evolving tastes and preferences of the city's youth.

*Urban Influence:* Wine consumption was more concentrated in urban areas, with Mumbai being a significant hub for wine enthusiasts.

*On-trade vs. Off-trade:* Off-trade sales, including liquor shops, kiosks, specialized stores, and supermarkets, were growing at a faster rate than on-trade sales. This shift indicated a preference for purchasing wine for home consumption.

*Educational Gap:* Many Indian wine consumers were still relatively new to different wine varietals, and there was a need for education and awareness about various wine styles and options.

*Local Wine Dominance:* The Mumbai wine market was dominated by local wine producers, with Sula Vineyards holding a significant market share. Government support and subsidies further contributed to the growth of local wine production.

*Increasing Awareness:* There was a noticeable increase in the awareness of wine, with more consumers seeking information through digital platforms, reviews, and recommendations. Social media played a crucial role in shaping perceptions.

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