

Re visioning Indian Women Wine Consumers for Retail Implications

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Abstract:

Purpose: The purpose of this research is to examine women wine consumer behaviour towards selection criteria and final purchase in comparison with men wine consumers.

Design/methodology/approach: Questionnaire was 357 of respondents in the city of Mumbai.

Findings: Findings suggest that, if a consumer is confused about selecting a wine, women are more enthusiastic than men to ask for information from store personnel, a server, sommelier or winery personnel. Point of sale recommendation is more important for women than men. While wine region and grape variety is important to both men and women, women rely on price and brand more than men.

Research limitations: This study is limited to city of Mumbai. consumers who are not necessarily comfortable with using the internet would not have had an opportunity to participate in this study.

Practical implications: The differences by gender and analysis about women wine consumers could help retailers to re vision their business strategy for Mumbai Market. Store personnel, servers, sommeliers, and winery personnel should be well-prepared to answer questions and make recommendations as still Indian wine consumer has relatively low understanding about wine in comparison of global wine consumer.

Originality/value: Women wine consumers are growing in India. This study helps wine retailers understand their preferences and how to influence them more efficiently in their purchase decisions.

Keywords: Women wine consumers, wine retailers, business strategy.

I. Introduction

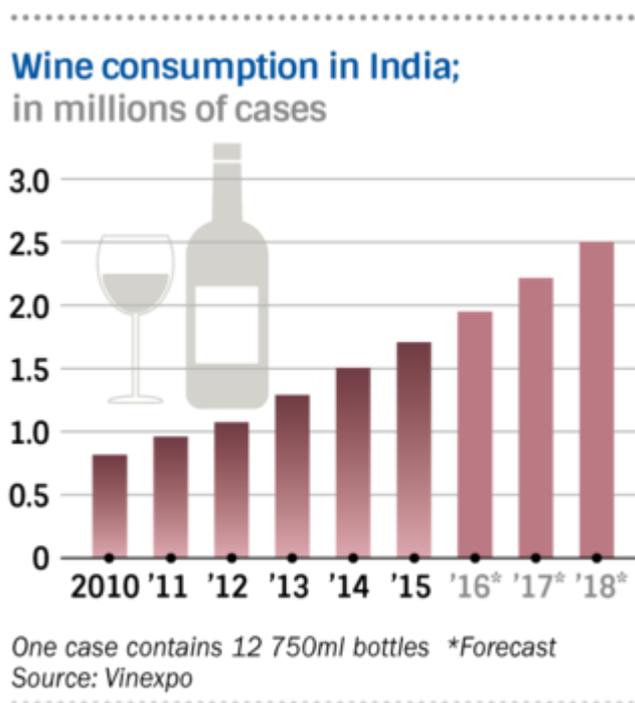
India has evolved as one of the immense potential markets for wine on the global front. The per capita consumption of wine is very low which suggest the great potential for domestic as well as foreign players to capture this untapped market. Growth of Indian wine industry is mainly dependent on domestic production but imported wine also plays an important role in increasing awareness and demand among consumers in India.

According to recent report by vinexpo ,organizer of the world's largest wine and spirits trade show, India is expected to consume as much as 2.5 million cases of wine in 2018. This is roughly 70 % more than in 2014 when 1.5 million cases were consumed.

The major significant factors associated with the growth of Indian wine industry are increasing disposable income, rapid urbanisation and growth in retail sector, emergence of modern food retail chains, wine tourism and increasing preference of women for wine. In India premium wine segment is primarily dominated by imported (from Europe and USA) wine which is generally highly priced due to high custom duties and tariff rates in India. However due to the affordability concerns locally produced domestic wine still holds a significant mind space in Indian consumers.

Indian Wine Consumer

In India, drinking wine is considered a symbol of status and sophistication. However, with the increase in awareness and people starting to realise the health benefits of drinking wine, younger women are now joining the wine-drinking trend. Increased disposable income coupled with wine marketing by manufacturers and the influence of western culture is leading to growth in the wine market in India.



The market is still at a nascent stage with considerable potential for high growth. Wine sales are typically restricted to metro cities but there is growing demand from second- and third-tier cities as well. Around 80% of wine sales derive from urban cities mainly Delhi, Mumbai, Bangalore and Goa. Wine promoted well in these cities could lead to a dramatic increase in sales in India. Working professionals and young adults are also driving sales of wine in India.

Women Wine Consumer

One of the dramatic changes occurring in India today is an increase in social freedom for women. Traditionally it was taboo for women to drink alcohol at all, much less in public, but today record numbers of women are starting to sip a glass of wine while dining out. Women themselves are becoming financially independent, thus able to make their own decisions about how they will behave and how they will live their lives. An estimated 75 % of urban affluent young Indian women now drink wine occasionally, according to the Indian Wine Academy.

Women are drinking more wine because they consider it a 'sophisticated drink' that 'raises their stature in social gatherings. They prefer to visit exclusive wine retail outlets than a conventional wine shop. Booming metropolitan areas with large middle class communities provided the perfect areas for greater wine consumption. Conventional wine shops do not have a rack system where consumers can handle various wine bottles to read labels and understand. Also conventional wine shops have majorly male purchasers. Sophisticated women do not find an ease to buy in these shops. This need is identified and fulfilled by exclusive wine retail outlets. These outlets offers rack system facility with a good ambience. Women consumers love to spend their time in such outlets before purchase decision. These outlets offer free wine tasting and education program exclusively for women.

Purchase behavior of wine consumer

With the growth of wine market in India, it is important to understand how consumers narrow their selection from a vast display of wines down to a single bottle. As the quality of a wine is unknown until such time as the bottle is opened. Consumers utilise an assortment of attributes during the wine purchasing process. Several studies have examined how the attributes evaluated by wine consumers are moderated by gender, but the results lack consistency. A US study reported that women had a significantly greater tendency to

- (a) utilise extrinsic product cues such as medals and price,
- (b) to purchase a brand they were familiar with, and
- (c) recommendation from experts at point of sale.

Women are significantly more likely to acquire information during a purchase by asking store personnel, reading labels or reading shelf tags, whilst men showed a significant preference for acquiring information by reading books about wine.

To understand characteristics of wine purchasers following six types of wine buyers segments are considered.

➤ **Overwhelmed:**

- Overwhelmed by sheer volume of choices on store shelves
- Like to drink wine, but don't know what kind to buy and may select by label
- Looking for wine information in retail settings that's easy to understand
- Very open to advice, but frustrated when there is no one in the wine section to help
- If information is confusing, they won't buy anything at all.

➤ **Image Seekers:**

- View wine as a status symbol
- Are just discovering wine and have a basic knowledge of it
- Like to be the first to try a new wine, and are open to innovative packaging
- Use the Internet as key information source, including checking restaurant wine lists before they dine out so they can research scores

➤ **Traditionalists:**

- Enjoy wines from established wineries
- Think wine makes an occasion more formal, and prefer entertaining friends and family at home to going out
- Like to be offered a wide variety of well known national brands
- Won't often try new wine brands
- Shop at retail locations that make it easy to find favorite brands.

➤ **The Savy Shoppers:**

- Enjoy shopping for wine and discovering new varietals on their own
- Have a few favorite wines to supplement new discoveries
- Shop in a variety of stores each week to find best deals, and like specials and discounts
- Are heavy coupon users, and know what's on sale before they walk into a store
- Typically buy a glass of the house wine when dining out, due to the value.

➤ **Satisfied Sippers:**

- Don't know much about wine, just know what they like to drink
- Don't worry about wine and food pairing
- Don't dine out often, but likely to order the house wine when they do.

➤ **Wine Enthusiasts:**

- Entertain at home with friends, and consider themselves knowledgeable about wine
- Live in cosmopolitan centers, affluent suburban spreads or comfortable country settings
- Like to browse the wine section, publications, and are influenced by wine ratings and reviews

II. Research Methodology

➤ **Research question**

Based on the preceding discussion of wine purchase behavior, we developed a set of research questions to determine gender differences in the wine purchasing situation.

What is most influential or critical aspect of wine that you consider while buying wine?

Do women's preferences differ from those of men? Specifically, do women's preferences on the following attributes of wine differ from those of men?

- Wine region
- Grape Variety
- Award won
- Price
- Brand
- Recommendation from expert or guidance at point of sale

➤ **Objectives:**

- To understand the gender pattern of purchasing wine
- To know the reasons behind purchasing wine
- To analyze the factors influencing purchase of wine.
- To analyze purchase behavior of women who purchase wine and how does it differ from men.
- To provide strategies to wine retails to target women

➤ **Sampling distribution:**

Gender	Total Respondents
Women	210
Men	147
Grand Total	357

➤ **Sampling Method:** Snow ball Sampling

➤ **Collection of data:** A structured online questionnaire was administered.

➤ **Testing of Hypothesis:**

As Indian wine consumer is less informed about wine than his global counter part. It is assumed that all user preferences, i.e. Wine region, Grape Variety, Award won, Price, Brand, Recommendation from expert or guidance at point of sale are considered equally while purchasing wine by all respondents irrespective of gender. **(Ho) hypothesis** - All user preferences are equally likely influencing wine buyer while making his wine buying decision.

(Ha) hypothesis - All user preferences are not equally likely influencing wine buyer while making his wine buying decision.

Since data is using likert scale ordinal data a **Kolmogorov-Smirnov Test** for test of goodness for fit for univariate case is used.

Option chosen	Observed frequency (OF)	Observed distribution (OD)	Cumulative for observed distribution (COD)	Expected distribution (ED)	Cumulative for expected distribution (CED)	(CED) - (COD)
Wine region / Grape Variety	63	0.176471	0.176471	0.200000	0.200000	0.023529
Award won	58	0.162465	0.338936	0.200000	0.400000	0.061064
Price	80	0.224090	0.563025	0.200000	0.600000	0.036975
Brand	71	0.198880	0.761905	0.200000	0.800000	0.038095
Recommendation from expert / at point of sale	85	0.238095	1.000000	0.200000	1.000000	0.000000

Total number of respondent (N) = 357

Max of Cumulative Expected frequency distribution (CED) - Cumulative Observed frequency distribution (COD) (P-Value) = **0.061064**

Probability table distribution value for 5% confidence interval = $1.36 / \text{SQRT}(N) = 0.007619$

Since calculated P-Value (**0.061064**) from our data exceeds P-Value (**0.007619**) from table for 5% confidence interval our (**H₀**) NULL hypothesis is rejected and (**H_a**) alternate hypothesis is accepted.

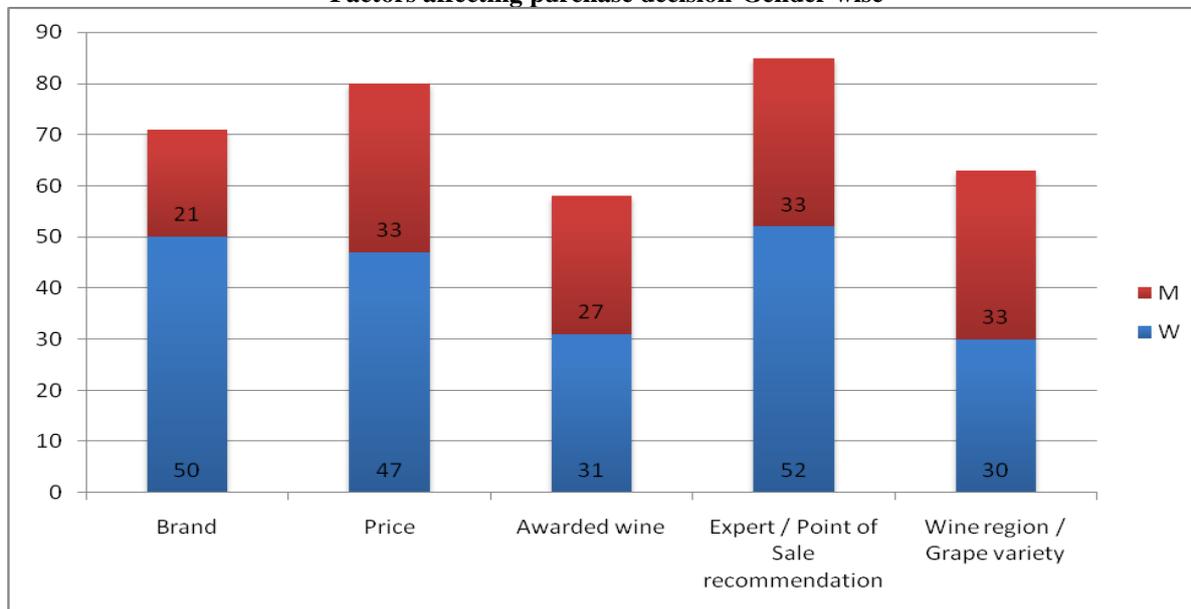
Thus it shows that All user preferences are not equally likely influencing wine buyer while making his/her wine buying decision. This was also analyzed in terms of gender difference. It is illustrated below.

Factors affecting purchase decision-Gender wise

Particular	Women	Men	Total
Brand	50	21	71
Price	47	33	80
Awarded wine	31	27	58
Expert / Point of Sale recommendation	52	33	85
Wine region / Grape variety	30	33	63
Grand Total	210	147	357

Above data is shown in the following diagram.

Factors affecting purchase decision-Gender wise



The above diagram shows that Indian women value Point of sale recommendation, brand, and price more than their male counterparts. Men and women both give relatively equal importance to wine region and grape variety. Wine awards also play a similar role in the minds of men and women.

III. Conclusion:

It is evident from our analysis that retailers need to revise their business strategy towards the women wine segment. If a consumer is confused about selecting a wine, women are more enthusiastic than men to ask for information from store personnel, a server, sommelier, or winery personnel. Point of sale recommendation is more important for women than men. The retail store should train their sales persons with more attribute-wise knowledge about wine. They must know the food and wine pairing aspect which can help retailers to promote wine to women in super market or specialty wine store. Retailers can also introduce cooking with wine demonstration in the store for women. Here women can come with their own recipes and with expert recommendation cook with wine. It can be a new dish made by that woman with a blend of wine. With this more

women will experiment their hands on wine experience. This experience can lead to specific brand preference which can be later translated into brand loyalty factor as Indian wine consumer is not still brand loyal. Wine retailers can come up with their own monthly newsletter featuring signature wine recipes made by their loyal wine women consumer. This can be online circulated to wine clubs and corporate houses in that area. Wine retailers should keep wine beauty products (for eg. vinotherapy facial cream) in store with free demo for corporate women. Thus footfall for the store can be increased. Thus wine retailers should grab the mind of women consumers with experiential wine education, as these women still want to know more about wine, as they know more about wine, they will buy more wine for themselves, for spouse and guests etc. So re-visioning retail wine business strategy means what a woman doesn't know about wine, let them teach about wine and make them buy more wine for various purposes.

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