



Patterns Of Decision-Making And Driving Factors Among Indian Wine Drinkers: When Picking Out A Bottle Of Wine

Mohit Malik^{1*}, Dr. Apeksha Bhatnagar², Dr. Jaswinder Kumar³

Abstract:-

In today's highly competitive global consumer market, it is crucial to understand the factors that influence customers' decisions to select a particular product (in this case, wine) from among thousands of brands. Many hours have been spent investigating what factors influence people to buy specific products. However, there is scant research on the preferences of wine buyers when shopping online.

Understanding why consumers pick one brand of wine over another when faced with literally thousands of options is crucial in today's hyper-competitive global consumer market. Researchers have paid close attention to how customers behave when deciding which products to purchase. However, there is a lack of research into the habits of people who buy wine online.

The evolution of the Indian wine industry, common grape-growing regions and products, and other motivating factors are all discussed. A questionnaire for the study was also developed based on previously established models and ideas. Information was collected and analysed from numerous resources. The 619 responses provided a detailed portrait of Indian wine consumers and numerous strategies for reaching them.

Keywords: Consumer Behaviour; Indian market; Purchase Motivation; Wine; Online wine purchase

¹*Research Scholar, Department of Hospitality Management, Amity University, Jaipur

²Assistant Professor, Amity Business School, Amity University Rajasthan

³Assistant Professor, UIHTM-Panjab University, Chandigarh

***Corresponding Author:** - Mohit Malik

*Research Scholar, Department of Hospitality Management, Amity University, Jaipur

Introduction:

India is a promising market for producers because of its large and growing youth population, but the country's wine drinkers have been the subject of surprisingly little research. One's familiarity with wine consumers and their needs will, of course, vary widely depending on one's social, cultural, and economic background. As education, the internet, and social media continue to spread throughout India, it is unclear what kinds of food and wine services Indian consumers are looking for. Furthermore, the internet has revolutionised the way in which contemporary consumers research food and drink before making a purchase. This data is invaluable for any business that aspires to maintain its position as a market leader. The wine industry can better anticipate future demand if it has a deeper understanding of the desires, values, and lifestyles of Indian wine consumers. This research employs several methods in an effort to gain a deeper familiarity with the current state of the Indian wine market and consumer behaviour in this sector. The findings of this study add significantly to the academic literature, as they will improve our knowledge of Indian consumers at home. Given the paucity of research into the online wine consumer's decision-making process, this study makes a unique contribution to the existing literature. A large number of winemakers would be keen on learning the results of this research, as it will inform their ability to make sound strategic decisions that will have a positive impact on the sustainability of their businesses. They will be better able to meet the needs of their customers based on the information gleaned from this study. The findings can also be used as a yardstick to evaluate the merits and demerits of a specific winery or retailer.

Literature review:

The Indian Wine Market:

Many foreign wineries see potential in the vast and largely untapped Indian market for alcoholic beverages. Opportunities abound in the Indian wine market, which is expected to expand in the future thanks to the country's rising middle class. The wine industry in

India is changing drastically. Currently, India is home to more than 90 wineries that contribute significantly to the country's wine industry. The state of Maharashtra has more vineyards than any other in India. India ranks dead last in the world when it comes to the export and import of wine due to its massive production, consumption, and large number of wineries. (Kumar et al., 2016) There is no indication that India contributes to international wine production. Wine is not a common beverage among Indians. There is a lack of knowledge about the different types of wine and how they are consumed in India. People in this study drank wine for the purpose of having a good time. People between the ages of 25 and 35 drink the most wine in the United States (Srivastava, 2013). The convenience of online shopping, as well as the accessibility of general and niche online retailers, is to the benefit of consumers. The growth of the Indian wine market is predicted to be aided by the rising popularity of online shopping platforms. Growth in online sales is anticipated to be fueled by the prevalence of robust online distribution channels and platform providers. As e-commerce grows, businesses will have more chances to reach customers regardless of where they live, streamline their processes, and offer customised products. The growth of the wine industry can be directly attributed to the rising profits enjoyed by wine merchants as a result of the widespread adoption of online sales channels.

Infrastructure for making and storing wine in India:

The majority of India's wine comes from the states of Maharashtra (85–90%) and Karnataka (5–10%), while the states of Goa and Himachal Pradesh each contribute less than 5%. Sula Vineyards, a company that is 60% owned by the country, has released a 330 ml can of its 8-year-old brand, Dia Sparkler. The industry leader, Sula, saw flat sales growth through the first three quarters of the current fiscal year. Despite a plethora of holiday sales-boosting efforts, wineries still struggled to attract customers. India's wine production could drop by as much as 25 percent in 2020 (avalon global

research.com/india-wine-industry/) due to a shortage of grapes caused by the unpredictable monsoon in 2019. The urban and semi-urban populations' increased interest in wine has led to a thriving wine market in India. Building a name for a winery requires forethought and an all-encompassing approach to advertising. It addresses every aspect of developing a brand, from making a catchy label and establishing your brand's position in the market to launching effective internal branding campaigns and ensuring that all of your employees truly "live the brand." One sign of this shift is the proliferation of wine clubs like the Indian Wine Academy, Wine Society of India, Mumbai Wine Clubs, Hyderabad Wine Club, Delhi Wine Club, Bangalore Wine Club, and Indian Wine Academy. These establishments have come to recognise that raising consumer awareness of their products and vineyard tours is the key to increasing sales. Storage, transportation infrastructure, exports of wine, promotion via media campaigns and wine festivals, environmental concerns relating to the use of agri-chemicals, biological resources and betterment, production techniques, crop health management, pre- and post-harvest future technologies, cascading effects of climate change on grape cultivation, grape juice concentration, yeast ecology of wine, and so on should all be priorities for the Indian market and research institutions. The report claims that increased wine production and consumption in the Nashik region have led to sustained economic growth in the wine industry. Excellent conditions for grape growing exist due to favourable climate, soil, rainfall, international collaboration, and state government support, all of which have contributed to the growth of the wine industry. Farmers were incentivized to grow and nurture new wine grape varieties as opposed to the table grapes they were contracted to grow for wineries to make premium wines. This has also increased the vineyard area, which has helped the wine industry grow both in terms of quantity and quality.

The consumer habits of today's wine drinkers

The wine market in India is still emerging, but it is already clear that knowing what consumers want from their wine is crucial. The Indian wine industry faces a market where consumers lack a foundational knowledge of wine. Before investing in costly, ground-breaking product development strategies, wine producers must understand consumer preferences, and consumers must be aware of the attributes of the product. Wine is a globally traded experience good that is heavily marketed and has a distinct identity. Wine is a pricey and highly informative purchase when done at the right retail establishment. Market competition for wineries is fierce because most consumers are wine novices. Consumers' level of education often correlates directly with their purchasing habits. According to studies (Barber, Dodd, & Ghiselli, 2008; Barber et al., 2009; Dodd et al., 2005), customers' self-perceptions of their wine knowledge are more accurate predictors than their actual knowledge. Informed consumers are more likely to make long-lasting behavioural changes. The best predictor of wine consumption was found to be wine knowledge (Hussain et al., 2007). Wine is an increasingly popular alcoholic beverage, but it is also a complex and information-intensive one, so wine marketers need to understand the characteristics of various subsets of wine drinkers in order to better cater to their needs. However, there is a lack of information about how consumers' subjective and objective wine knowledge influences their selection processes (Ellis & Thompson, 2018). Customers shopping for wine are looking for clear and relevant information about the product, both on the bottle and from other sources like magazines, newsletters, shelf talkers, wine lists, and retail sales staff. Before wineries can justify investing in costly, ground-breaking product development strategies, they must have a firm grasp on the role that consumer engagement and assurance play in shaping final purchasing decisions. By tracking a consumer's interest, confidence, and wine-buying habits, we can get a more complete picture of who they are as a wine

drinker (Barber, N., Almanza, & Dodd, T. (2008)). When a person's financial or social standing is at stake, their sense of self-worth may be a decisive factor in their purchasing decisions. Marketers, in light of rising competition, need to rethink their approaches to customer communication in order to better inform consumers about the options available to them (Taylor, C., & Barber, N. A. 2016). Buying wine is a behavioural process that involves selection and individual taste. At first glance, this may suggest that different choices are made regarding which products to include or exclude. Cask wine is purchased by a wide range of people, not just regular bottle drinkers or wine experts. The act itself is consistent; what changes is the extent to which it is displayed (Thomas, A., & Pickering, G. 2003). The success of India's wine industry depends on the proper promotion of both wine and wine-related tourist destinations. Red and white wines are equally well-liked by our international guests and expats. There is a growing demand for wine to satisfy the ever-increasing number of visitors. Wineries still need to find ways to promote their wine and wine tourism destinations in light of the recent legislation banning alcoholic beverage advertising. Destinations can better prepare for the needs of their customers with this kind of data (Batra, A. 2008). Research on wine consumers and their behaviour within a motivated consumer behaviour framework will allow for an understanding of comprehensive profiles of the target market, including their behaviour, beliefs, and lifestyle that may influence a targeted consumer's decision-making processes.

Objectives:

The context of this research is the habits and factors that lead Indian wine drinkers to pick a particular bottle. The purpose of the study was to investigate the decision-making process and underlying factors that influence wine bottle selection among Indian consumers.

The specific aims were as follows:

Among consumers of varying ages and sexes, what factors most influence their decision to buy and drink wine?

Examining how Indian wine drinkers get their information about specific Indian wine brands and related activities; and

The goal of this research is to forecast the prospects of the Indian wine industry as a whole and of wine merchants in particular.

Recent and on-going consumer research across the globe has consistently focused on topics related to food and beverage consumption.

The differences between craft and industrial beer consumption as well as wine drinker approval are among the topics explored in this investigation.

Methodology:

The questionnaire that was made had both quantitative and qualitative questions. The survey, which was promoted to customers and made available to them via the Escapes database of wine and alcohol publications, was administered online. There are a number of pluses to doing surveys on your own time. Self-completion online surveys, for example, are appreciated by respondents because they allow them to complete the survey at their own pace and time (Veal, 2011). Therefore, one could argue that some situations elicit a faster response than others. A total of 646 people participated. The qualitative data was analysed using NVIVO, and the quantitative data was entered using SPSS. In addition to storing vast quantities of quantitative data, these programmes can also facilitate analysis by generating a variety of graphs and data matrices (Verma, 2013).

Formulation of a questionnaire layout: The push-pull model and theory of purchase motivations developed by Kotler et al. (1988) served as inspiration for the survey's four sections. Further, the frameworks and item scales are largely founded on recent scholarly studies. Part A of this survey probes respondents' past encounters with and attitudes towards wine. Section B of this study examines the factors that influence wine drinkers' decisions and actions. The push-and-pull motivational theory that underlies the scales has been adapted for use in the booze industry. This part is separated into two subsections: the first discusses the internal push motives of the respondents,

while the second discusses the external pull motives associated with consumption. We will take into account all facets of the context and habits surrounding wine consumption. In Section C of the survey, respondents are asked for more specifics about the information they consult before making a wine purchase. However, the study's goal was to ensure that the vast majority of research literature is up-to-date, so recent studies that confirmed or refuted earlier sources were also noted.

Conclusions, suggestions, and analysis:

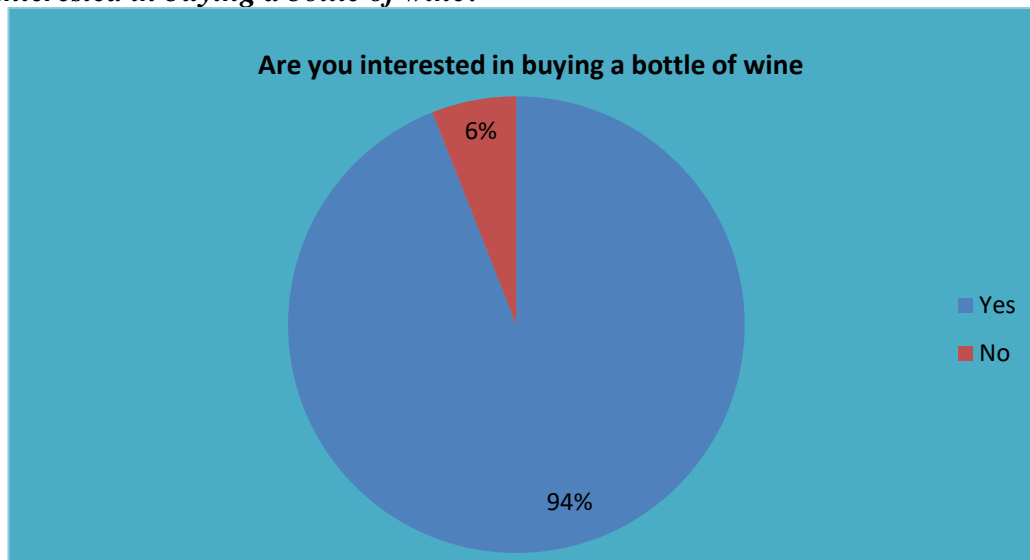
This research suggests that a number of factors may influence how frequently people buy wine. Internal (push) motivations play a significant role in shaping these features. In most cases, a marketing team will not be able to change a customer's fundamental desires. On the other hand, external motivators (pull factors) that may coincide with these desires and elicit an emotional response from the customer may be altered or emphasised. Therefore, it is crucial to recognise the client and their perspective on wine.

Insights into the Minds of Consumers

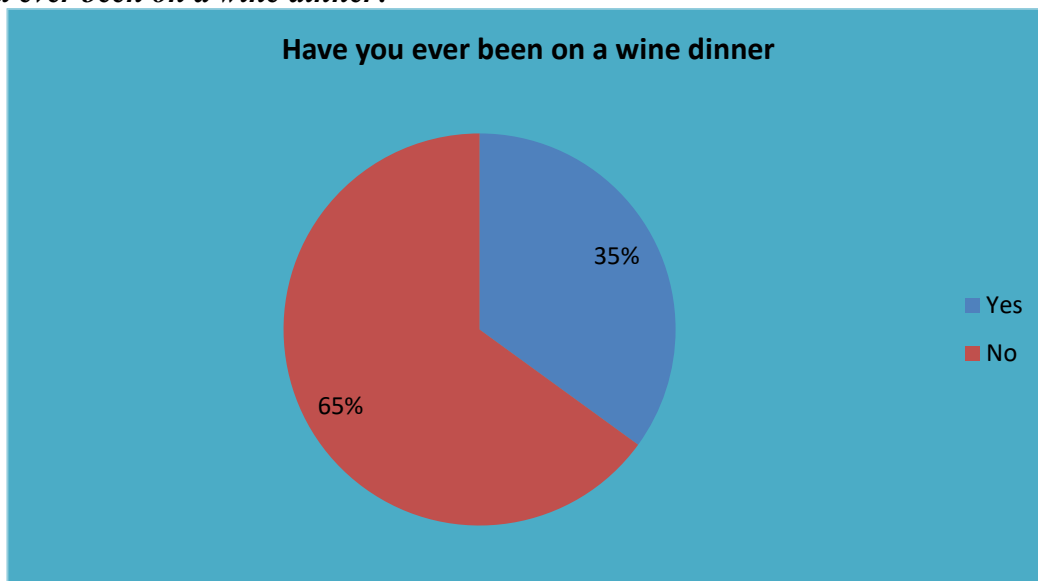
The results here are similar to what C found. Urban South African consumers' perspectives on wine and wine consumption were studied by Weightman et al. (2019). Therefore, it could be argued that wine drinkers have the same motivations as any other type of consumer or consumer from any other

country when it comes to purchasing and enjoying a bottle of wine. Consumers come in all ages, from all walks of life, and represent every culture imaginable. Therefore, understanding how these differences affect customer behaviour is a major challenge for marketers (Jung-Wan Lee., 2006). Customers place the highest importance on quality and flavour, followed by perceived value, cost, and country of origin in that order of importance. Word-of-mouth is the most influential form of advertising, followed by trips to wine regions, online research, and TV commercials (A. camillo et al., 2022). Managers need to have a firm grasp on the factors that will pique consumers' interest and ultimately result in a sale. Restaurants and cafes in India can increase demand for wines by reducing the perceived risks and expanding the perceived benefits associated with drinking them. To improve the wine-drinking experience for residents, government officials must find ways to allay residents' fears (V. Gupta and s. Duggal, 2020). While this study did not find a strong correlation to support prior findings, it did demonstrate that as the availability of wine bars and other alcoholic beverage establishments increased throughout India, so too would people's interest in wine. Only 6% of respondents were not interested in purchasing a bottle of wine, but despite this, 35% of participants did not attend a wine dinner.

Are you interested in buying a bottle of wine?



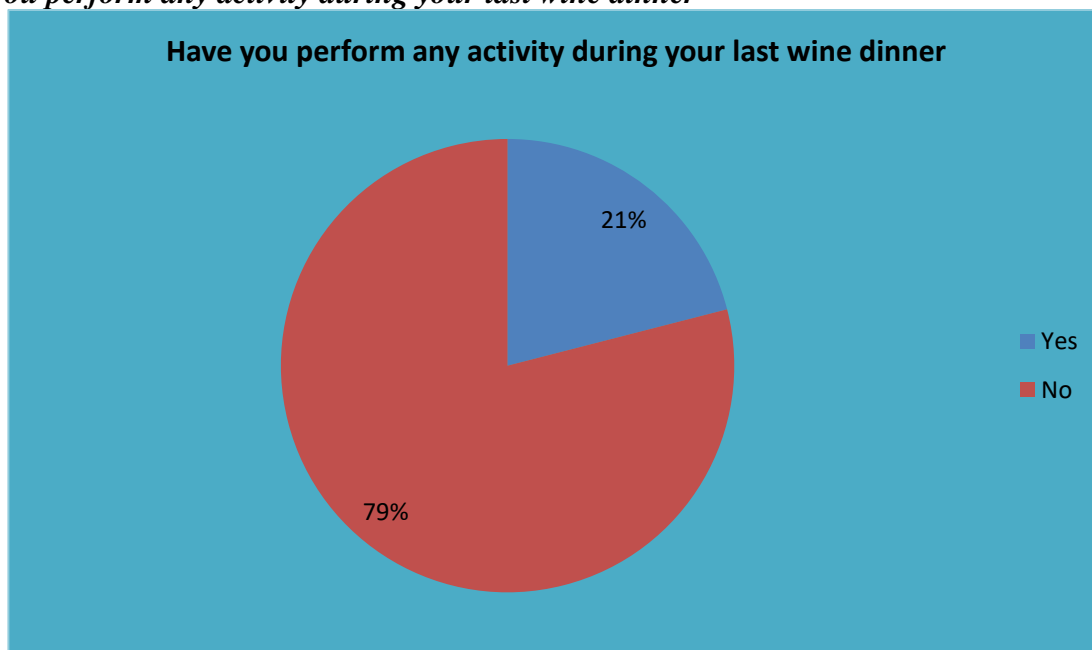
Have you ever been on a wine dinner?



A decade ago, the majority of us had no idea what wine was. But over time, both the wine business and the alcoholic beverage industry have changed in India. For many Indians, the idea of a "wine dinner" is utterly foreign, making it seem as confusing to most people as wine tasting. A "wine dinner" is, in its most basic sense, a multi-course meal served

with a selection of wines. The very first wine dinners I went to were hosted by Mr. Subhash Arora, who is not only the most informed person about wine I know in India but also the one who pretty much single-handedly built the wine culture in our nation.

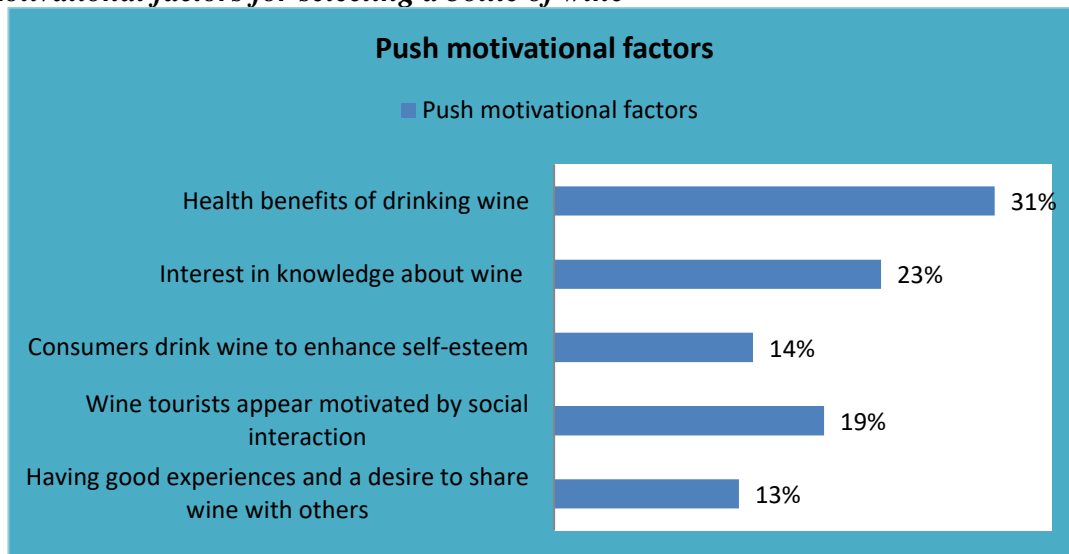
Have you perform any activity during your last wine dinner



The results of this study indicate that individuals in India do not participate in wine supper activities. Only 21% of responders indicate that wine dinner activities are yes. Sharing favourite wine drinking memories,

singing a song, exchanging wine knowledge and experience-related anecdotes, and other activities were all part of the wine dinner.

Push Motivational factors for selecting a bottle of wine

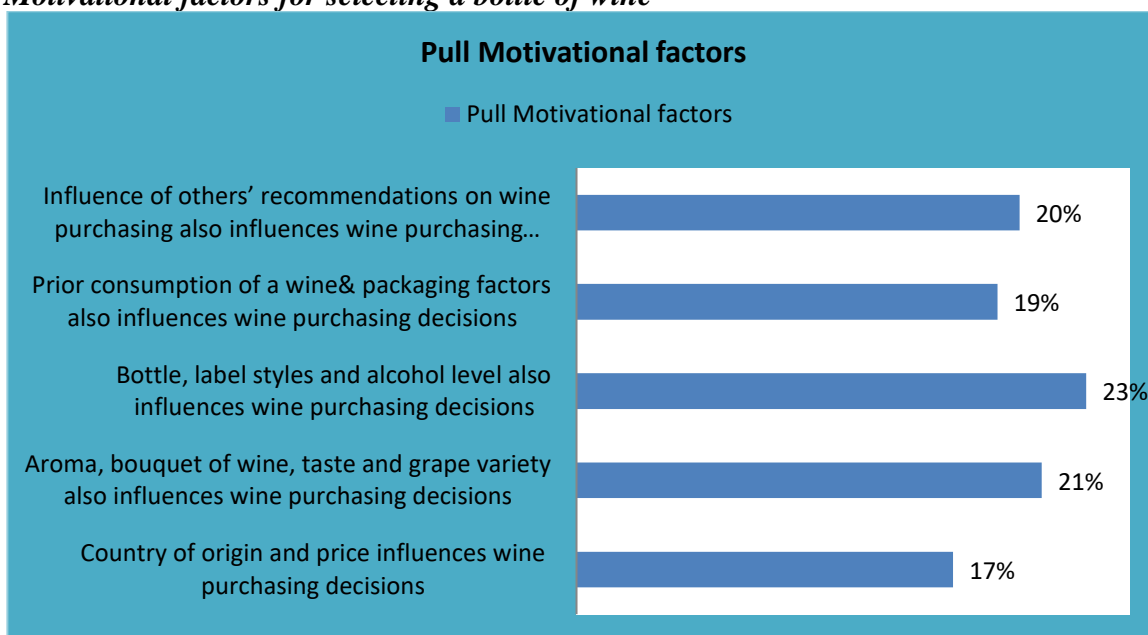


Push factors tend to be regarded as negative (Evans et al. 2008). A consumer's desire to drink wine is motivated by a variety of push factors. According to data research, it may be said that in India a customer is most influenced by the health advantages of wine consumption and motivating elements related to learning about wine. Therefore, it could be advised for the marketing team looking to draw in Indian wine drinkers to create various commercials emphasising the health advantages and to plan various events to increase wine drinkers' understanding of those options at the potential location like shopping malls, master classes, food and beverage events and some wine tasting facilities in

wine bars and restaurants they intend to promote.

Regular events for customers, wine club members, and internet audiences are very advantageous for wineries. The market could emotionally connect to this message given that the category's health advantages of wine consumption, knowledge of wine, and self-esteem-boosting effects were all at the top. One of the push aspects is psychological encouragement, which also includes social connection, the need for escape, adventure, relaxation, and self-discovery (Li-Ju Chen and Wei-Peng Chen, (2015).

Pull Motivational factors for selecting a bottle of wine

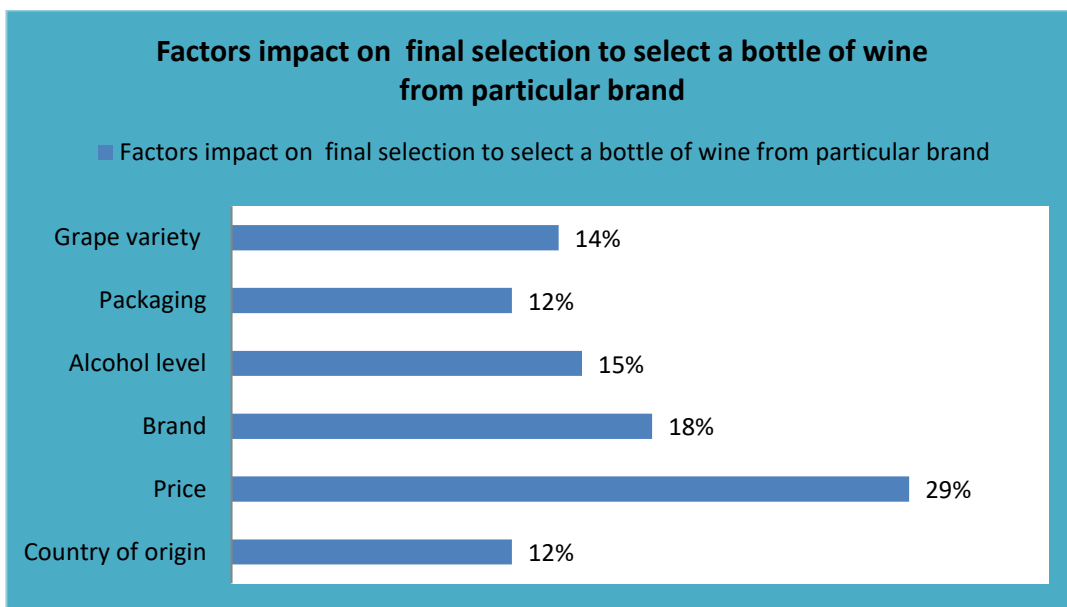


Additionally, five pull motivating elements are included in this study. These are external variables that influence consumer interest to a certain wine-selling location but are not necessarily driven by the push motives of a wine consumer, because there is a lack of complete knowledge of wine, the second most significant area is self-development. Customers claim to be more open to learning about wine bottles, label designs, and how much alcohol they will consume before making a purchase. Results of pull factor analyses and measurement model evaluations revealed five pull factors as the primary motivators for Indian wine consumers, including information on label and bottle style, recommendations from friends, wine characteristics like aroma, taste, and grape variety, prior consumption experience, and country of origin. This study support the argument related to label information

necessity rather than just the AVA or appellation, the label should also identify the geopolitical region of origin. Contrary to regional information, information based only on an appellation does not truly increase awareness among customers other than the most informed and loyal ones (T.S. Atkin and S.K. Newton, 2012).

This study found that the most significant draw factor for Indian wine consumers is the design of the bottle and label. Consumers in this category are mostly interested in the informational label and bottle design. Therefore, it can be advised that the management and marketing teams of wineries consider making investments in the design component to draw in more and more customers and spread wine knowledge through wine label information.

What factors will have an impact on your final selection to select a bottle of wine from particular brand?



The price component is the most significant, thus it is crucial to exercise additional caution when it comes to competing strategies. This must be the first factor taken into account when making any buying decisions. The simple solution is that people cannot afford to get what they desire. Furthermore, in this situation, cost is more important than product requirements.. In keeping with expectations, pricing acted as a gauge of quality, and

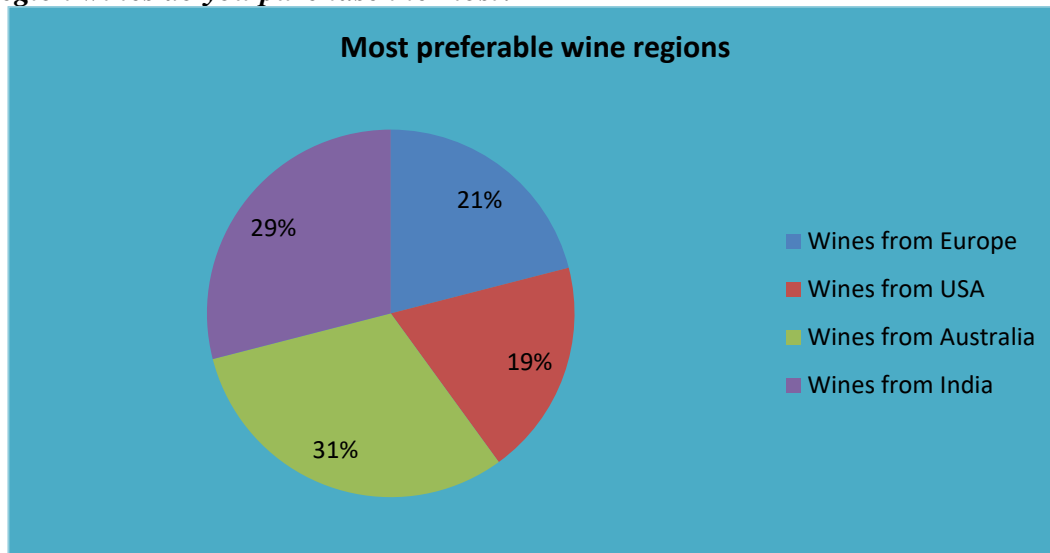
certain brands were so well-known that people considered them to be infallible.

Price factor has an influence on the final decision to choose a bottle of wine from a certain brand. Numerous researches indicate that Indian customers are always price-conscious. One of the most significant outcomes of this study is that modern wine drinkers are becoming more aware of the cost

of wine bottles by comparing them to those of other brands. Indian wine buyers are less inclined to place a premium on a wine's country of origin. Instead, they tend to

prioritise brand, price, and alcohol content. Wine is primarily preferred by women due to its low alcohol content.

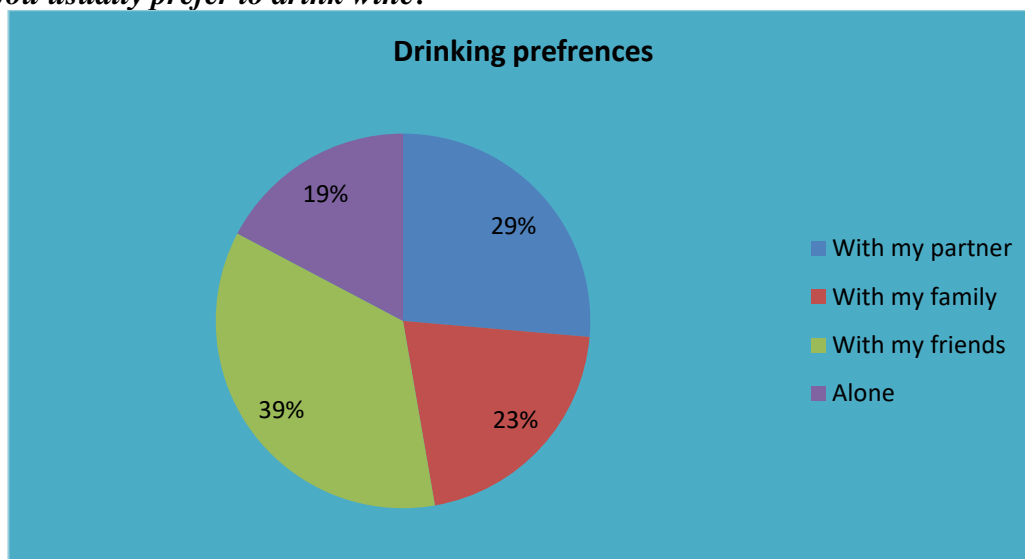
Which region wines do you purchase the most?



The results of this study showed that Indian wine consumers purchase wines originating from both Indian and Australian wine areas. Given how important Indian customers consider a product's price to be, this may be the result of the pricing factor. Other

competing brands at or near the wine serving venue are less significant to the participants than the chances to discuss price concerns with a specialist and the range of wines offered there.

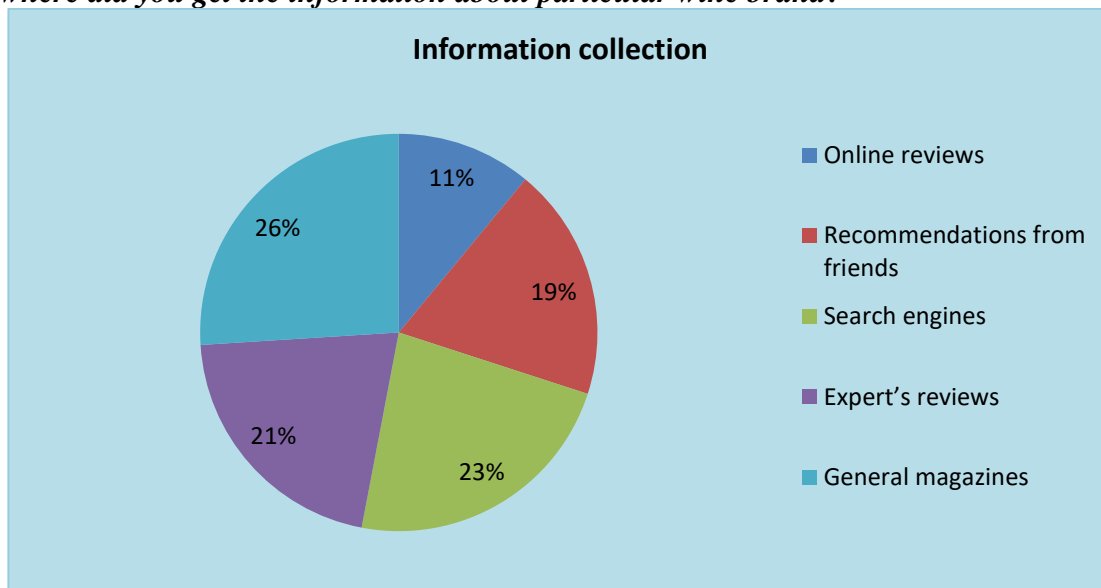
How do you usually prefer to drink wine?



The majority of respondents said they either prefer to drink with friends or with their partner. Even 19% respondents like to drink alone. According to Yeoman, McMahon-Beattie, and Findlay (2014), a consumer's

generation has a significant influence on their purchasing choices, which may be applied to the wine sector. It goes without saying that not everyone from a given generation would have the same drives and interests.

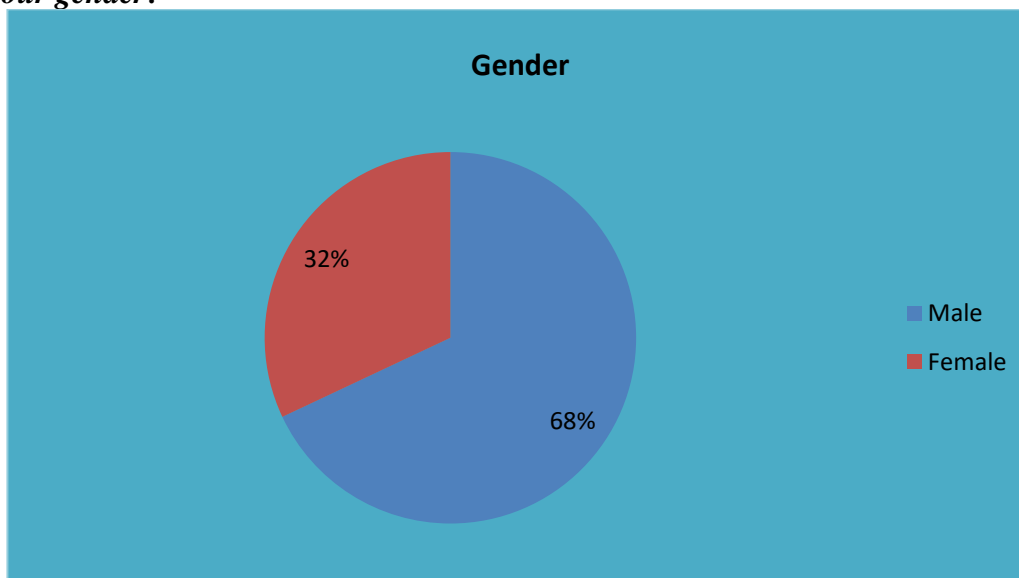
From where did you get the information about particular wine brand?



Business companies should prioritise understanding consumers' Internet use motives (Lee., 2006). According to the study's findings, the majority of participants obtain their wine knowledge through magazines and other search engines on the internet.

Consumers, according to this survey, also value recommendations from friends and professional opinions. This implies that buyers research wine from several sources before making a purchase decisions.

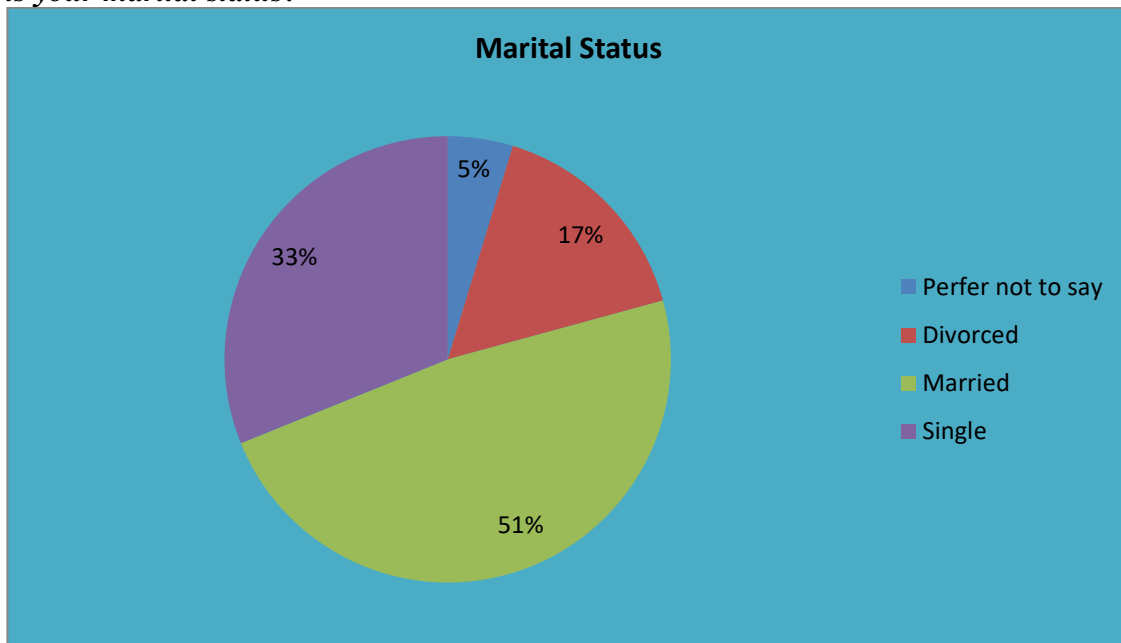
What is your gender?



Based on the study on most cases, ladies answered that wine was their preferred alcoholic beverage, but this was not the case for males (C. Weightman et al., 2019). According to this study, 32% of the participants were female, and 68% of the participants were male. Now we can say that wine is making its place in the Indian women'

alcoholic beverage list. Worldwide, men have traditionally consumed more alcohol than women. But according to recent statistics, women are now drinking as much alcohol as men, and the millennial generation is the best example of this (Alati et al., 2014; Slade et al., 2016).

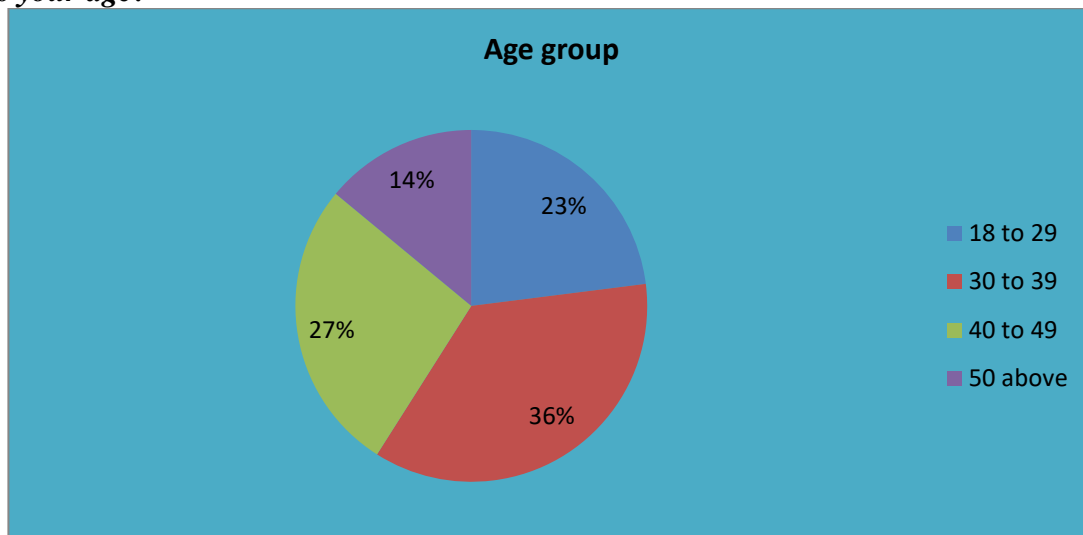
What is your marital status?



According to the findings, married wine drinkers from India are probably engaged in socialising and like to drink with their families. More over 50% of customers, according to this research, are married, while 33% are single. Therefore, it may be advised

that different companies within the wine industry sector make sure they provide a variety of goods and services that will encourage young customer experience.

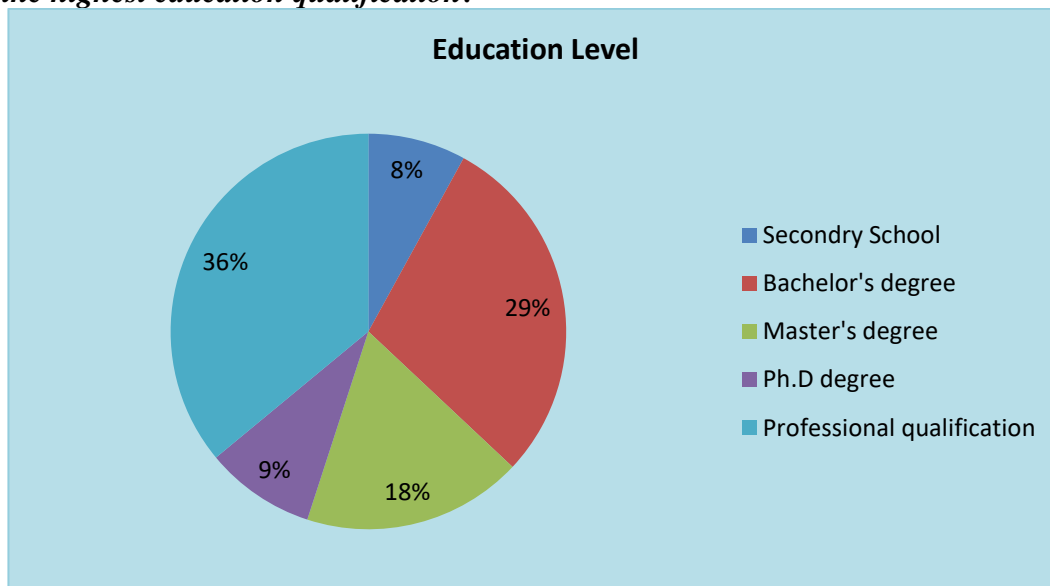
What is your age?



Because customer behaviour is driven and a purchase is what marketers ultimately hope to achieve, it is conceivable to develop several tactical choices for varying degrees of situational self-esteem (C. Taylor and N. A. Barber, 2016). According to the survey's

findings, more than 60% of respondents were in the 30 to 50 age range. This demonstrates the enormous market potential available to wine producers.

What is the highest education qualification?



The majority of respondents are highly educated, with the majority holding at least a bachelor's degree, which supports findings from other research. In this survey 36% were having professional qualification and 29% were having bachelor degree.

Findings and Limitations:

Regarding the first objective, the study identifies key drivers of wine consumption among consumers, including the beverage's health advantages, bottle design, information on the label, and wine's actual price. These elements have an impact on the choices made by Indian wine consumers and the consumption of wine by various age groups. However, it was shown that price was the main determinant of separation and overshadowed other factors relevant to variations in wine consumption groups.

This shift has occurred for a variety of reasons. First off, the new excise policy has resulted in lower alcohol beverage pricing and higher alcohol availability. According to the new excise rules, you may now purchase wine from general stores in Delhi. Second, modern-day women have greater independence since that many of them are employed in professional fields. For example, they have embraced the custom of having "after-work drinks" with co-workers. Findings show that customers consider review websites as being crucial to their search and

are more likely to believe them than personal recommendations. Thus, it is crucial to make sure that the business continues to participate on review websites and to keep an eye on their content.

In India whereas the majority of males drink whiskey and other alcoholic beverages, women prefer to experiment with wine. Because wine has moderate alcohol content and is popular among women nowadays, they may use it to project traits like confidence, femininity, elegance, and social position.

According to the study's findings, participants agreed that life stage has a significant impact on wine consumption and that as people age, their motivations for drinking and preferences may vary. According to the study's findings, wine intake can be somewhat correlated with prior experiences and professional wine evaluations, but there is no direct correlation between searching for wine online and choosing to drink it as an adult.

Further to validate the findings, it is necessary to duplicate the effects shown in the differences between consumers' responses to domestic and international companies in various cultural contexts. Could people's perceptions of experiencing worth vary between cultures? Or how other customer behaviour is influenced by these values? Previous studies on cross-cultural variations

reveal that nations' (i.e., cultures') buying motivations and habits do vary (Mandhachitara, Shannon, & Hadjicharalambous, 2007; Nicholls et al., 2001, 2003; Wajda, Hu, & Cui, 2007).

Due to the paucity of research into the Indian wine consumer segment, this study might serve as a starting point for future studies in this field.

Further investigation of that phenomenon is advised; this study's findings merely revealed a pattern; nevertheless, it is not yet obvious to what extent their effect may be leveraged to draw customers to a wine.

References:

1. ADARSH BATRA (2008) An Exploratory Study on Specific Preferences and Characteristics of Wine Tourists, *Anatolia: An International Journal of Tourism and Hospitality Research*, 19:2, 271-286, DOI: 10.1080/13032917.2008.9687073
2. Art Thomas & Gary Pickering (2003) Behavioural segmentation: a New Zealand wine market application, *Journal of Wine Research*, 14:2-3, 127-138, DOI: 10.1080/09571260410001677941
3. Angelo A. Camillo, Woo Gon Kim & Elvina Asatryan, (2022) Consumption Behavior of the Internet Active Armenian Wine Consumer
4. Carla Weightman, Florian F. Bauer, Nic S. Terblanche, Dominique Valentin & Hélène H. Nieuwoudt (2019): An exploratory study of urban South African consumers' perceptions of wine and wine consumption: focus on social, emotional, and functional factors, *Journal of Wine Research*, DOI: 10.1080/09571264.2019.1652149
5. Christopher Taylor & Nelson A. Barber (2016): How will my wine purchase decision be viewed by others?, *Journal of Wine Research*, DOI: 10.1080/09571264.2016.1173533
6. Debbie Ellis & Frauke Mattison Thompson (2018): The effect of wine knowledge type on variety seeking behavior in wine purchasing, *Journal of Wine Research*, DOI: 10.1080/09571264.2018.1471393
7. James Joseph Taylor, Mark Bing, Dennis Reynolds, Kristl Davison, Tanya Ruetzler, "Motivation and personal involvement leading to wine consumption", *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-06-2016-0335>
8. Johan Bruwer & Graham Wood (2005) The Australian online wine-buying consumer: Motivational and behavioural perspectives, *Journal of Wine Research*, 16:3, 193-211, DOI: 10.1080/09571260600556666
9. Jung-Wan Lee (2006) A Motivation-Experience-Performance Model to Understand Global Consumer Behavior on the Internet, *Journal of Transnational Management*, 11:3, 81-98, DOI: 10.1300/J482v11n03_05
10. Kristina Aleksijevits (2019) Consumer motivation and behaviour when selecting a wellness holiday destination, *International Journal of Spa and Wellness*, 2:2, 78-97, DOI: 10.1080/24721735.2020.1771017
11. Lacey S. Gibson (2016) Unlocking the treasures of the Shawnee Hills Wine Trail: a welcoming and winsome wealth of untapped winemaking potential, *Journal of Wine Research*, 27:2, 138-152, DOI: 10.1080/09571264.2016.1160880
12. Liz Thach (2012) Time for wine? Identifying differences in wine-drinking occasions for male and female wine consumers, *Journal of Wine Research*, 23:2, 134-154, DOI: 10.1080/09571264.2012.676542
13. L. J.Chen, and W. P. Chen, *Tourism Management*, 48, 416-425, (2015).
14. Nelson Barber MS, CPA & Barbara A. Almanza RD, PhD, CFSP (2006) Influence of Wine Packaging on Consumers' Decision to Purchase, *Journal of Foodservice Business Research*, 9:4, 83-98
15. Nelson Barber , Barbara Almanza & Tim Dodd (2008) Relationship of Wine Consumers' Self-Confidence, Product Involvement, and Packaging Cues,

- Journal of Foodservice Business Research, 11:1, 45-64,
DOI: 10.1080/15378020801926692
16. Paulina Rytönen, Lars Vigerland & Erik Borg (2021): Tales of Georgian wine: storytelling in the Georgian wine industry, *Journal of Wine Research*, DOI: 10.1080/09571264.2021.1940903
 17. Rojas-Méndez, J.I., Le Nestour, M., & Rod, M.R. (2015). Understanding Attitude and Behavior of Canadian Consumers Toward Organic Wine. *Journal of Food Products Marketing*, 21, 375 - 396.
 18. Thomas S. Atkin & Sandra K. Newton (2012) Consumer awareness and quality perceptions: a case for Sonoma County wines, *Journal of Wine Research*, 23:2, 155-171, DOI: 10.1080/09571264.2012.676540
 19. Udo Chikezie Osiogun & Okoro Paul Mmahi (2020): Alcohol consumption at selected bars in Keffi, Nigeria: Consumers' awareness of recommended limits and consumption motivations, *Journal of Ethnicity in Substance Abuse*, DOI: 10.1080/15332640.2020.1766625
 20. Vikas Gupta & Shelley Duggal (2020): Impact of perceived risks and benefits: a case study of wine consumption patterns in the Indian context, *Journal of Wine Research*, DOI: 10.1080/09571264.2020.1723070