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Perception and Consumption of Wine among Indian Youth

Purpose – The purpose of this paper is to present the methodology adopted and the main results achieved by an exploratory study on Perception and Consumption of wine among Indian Youth.

Design/ Methodology/ approach – The research was designed to elicit the relevant dimensions through which consumers perceive and describe the consumption pattern of wine among Indian youth. Samples of 136 consumers were asked about their perception and consumption pattern of wine. The results were analyzed performing chi square and Anova analysis.

Findings – The taste health and availability perspective buying tends to consume more than to other beverages. These characteristics are very important from the marketer's perspective.

Originality / Value – Results seem to be a suitable basis for a survey on a representative sample directed to model the preferences about the perception and consumption. More over the analysis of preferences and growing market could be improved with the qualitative perspective.

Paper type: Research type