

# “STUDY OF CONSUMER ACCEPTANCE FOR WINE COCKTAIL WITH SPECIAL REFERENCE TO PUNE CITY”

---

**Kartik Chandrawale<sup>1</sup>, Deepali Khade<sup>1</sup>, Shivendra Bhosale<sup>1</sup>, Ashoka Todmal<sup>2</sup>**

1. Research Scholar, 2. Assistant Professor

Department of Agri and Food Business Management

MIT College of Management, MIT ADT University, Pune

## **ABSTRACT:**

By 2025, it is anticipated that India will consume 52.2 million litres of traditional wine. Parallel to this, the market has seen the emergence of new wine substitutes made by combining wines with fruit juices or by flavouring wines with synthetic or natural tastes. A bottled cocktail is an alcoholic beverage made from a spirit or spirits combined with additional ingredients that has at least 5% alcohol by volume and not more than 15%. Cocktails in a Bottle or Can are the newest popular items that will change the way people consume alcohol. Because only restaurants and bars provide wine cocktails, RTS cocktails have a tremendous opportunity. An in-person survey of a consumer group of young adults was undertaken to determine the possible customer acceptance and expectations for this new product (21-25). In this study, we primarily concentrate on RTS wine cocktail customer acceptability and availability in Pune City. Just those sample members who drink wine were targeted, and more questioning were conducted. We conducted an analysis of the data gathered using the JASP technique. As a result, we determined that wine cocktails were preferred to wine.

**Keywords:** Consumer acceptance, Consumer Perception, New product acceptability, Wine Cocktail.

## **OBJECTIVES:**

1. To study the consumer acceptance for wine cocktail in Pune city
2. To investigate the effects on Pune city's wine and cocktail customers.
3. To examine crucial factors from the viewpoint of the consumer to aid in the creation and adoption of the wine cocktail.

## **INTRODUCTION:**

The term "development that fulfils the demands of the present without compromising the ability of future generations to meet their own requirements" refers to sustainable development; it addresses economic, social, and political actions that may have an influence on the environment. (Valentina Maria Merlino 1, 2021) As producing food requires a significant amount of resources and inputs, agriculture is important in this perspective. These elements have the potential to negatively impact both the environment and the items' own food safety, with potentially disastrous results for the environment (i.e. accumulation of pesticides, soil erosion, gas emissions). So, in order to address the worsening of these issues, new strategies and solutions are required.

Grape post-harvest losses: Due to their perishable nature, fruits and vegetables frequently experience both pre- and post-harvest losses. Due to inadequate post-harvest procedures and infrastructure, the Indian horticulture sector is predicted to lose more than 2 trillion rupees (\$32.7 billion) yearly. According to a survey by ASSOCHAM, 30% of India's fresh food gets spoiled after harvesting and is therefore unsuitable for eating (Anonymous, 2013). Grape postharvest losses have been estimated by several employees to range from 8.23% to 16% nationwide. According to the current estimate of 8.23%, India is losing over 223 thousand tonnes of grapes every year. The loss is far more than anticipated if it is measured as an economic loss, rather than just a visual loss. The losses incurred during the preparation, gathering, packaging, storing, shipping, and distribution of table grapes can also be quite considerable due to the fragility and great perishability of grapes. (Sharma, 2018)

Among the 75 wineries in Maharashtra, 50 are in danger of closing down due to an estimated 50 lakh litres of unsold wine piling up in barrels and vineyard owners struggling to repay interest-bearing bank loans. Some farmers have abandoned the production of wine grapes in favour of the more sombre table grape industry.

Wine can be further processed into cocktails in order to offset these losses and strengthen the winemakers' financial position. Most individuals who don't enjoy the flavour of alcoholic beverages can still consume it and it will increase the worth of the wine. The process of making wine cocktails involves crushing and fermenting entire, dark-colored grapes with addition of flavours and spices, which might vary in taste and colour. The following are some wine cocktails' health benefits. Contains several antioxidants, Reduces harmful cholesterol, Maintains cardiac health, Regulates blood sugar, Reduces the risk of cancer, Helps treat

common cold, Keeps memory sharp, Keeps you slim, Reduces the risk of depression, Has positive effects on the digestive system.

We can examine crucial factors from the viewpoint of the consumer to aid in the creation and adoption of the wine cocktail. Taste, appearance, aftertaste, and consistency make up these criteria. We performed a poll to learn this crucial factor and customer acceptability of wine cocktails in order to understand the consumer's point of view. We have concentrated on young adults (21-25) who drink any alcoholic beverages. On their judgement, we further filtered the data. We examined the data and obtained the necessary conclusions with the aid of the JASP software, taking into account a specific age group and their interest in the acceptance and consumption of wine cocktails. It was simple to obtain accurate replies from customers by taking into account the characteristics of our content.

**METHODOLOGY:**

The data was collected by a personal interview using a targeted questionnaire in the Pune City area and released in 2023. The survey was carried out in line with moral principles. All respondents gave their free and informed consent to participate in the survey. We majorly focused on young adults (21-25 years). The completion of the surveys did not result in any rewards. The questionnaire was divided into several sections, as shown in Figure 1.

SECTION A	SECTION B	SECTION C	SECTION D
Socio Demographics Variables 1. Age 2. Gender	1. Consumption of alcoholic beverages 2. Frequency of consumption of alcoholic beverage	1. Awareness about wine cocktails. 2. Preference over traditional wine.	1. Parameters while considering wine cocktails. i. Appearance ii. Taste iii. After taste

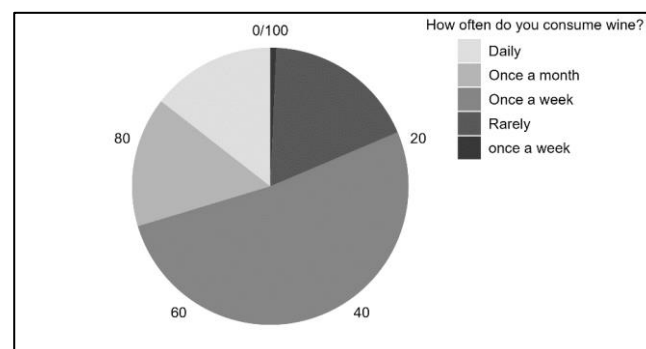
**Figure 1. Questionnaire theoretical framework.**

Only closed-ended questions were included in the survey's created questionnaire, which helped gather accurate data. Section D's questions were designed to help participants identify the

attributes of a wine cocktail that could be the most crucial in order to develop a product prototype that meets customers' expectations. Three parameters were specified for this purpose, and the respondents had to rate the characteristics they would like in the product based on their preferences for each of them. The responses to the questionnaires were analysed to determine what people expected and thought about wine cocktails. The Likert scale method was used to examine the variations in consumer expectations for the sensory characteristics of wine cocktails. The analysis was performed using JASP software (JASP 0.17.1.0) package for windows. In order to distinguish various consumption orientations based on consumer experience, anticipation, and perception of a new product, Section C and D answers were chosen separately. Section C was examined using a distribution plot.

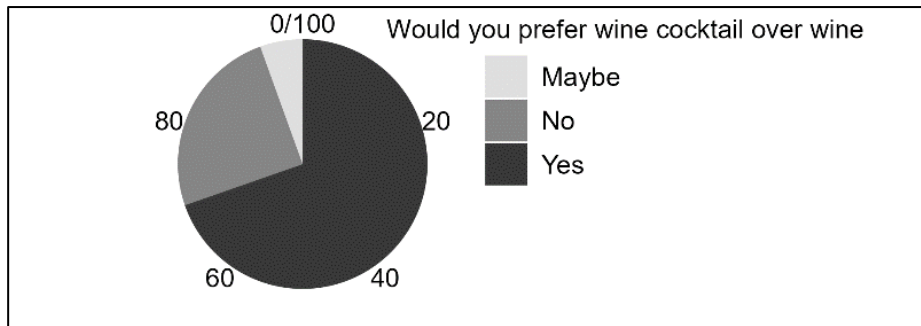
## RESULTS AND DISCUSSION:

In the present study 231 participants were interviewed, of whom 145 were alcohol consumers who were also knowledgeable about wine cocktails. On the basis of these 145 samples, the data was further processed. The remaining sample was not considered. Males made up the majority of the sample (76%) compared to females (24%). This resulted from the candidates' engagement with the questionnaire. Frequency of buying alcohol can be monitored using figure 2.



**Figure 2: Consumption of alcoholic beverage**

Concentrating on the whole sample who consume alcoholic beverage, we have identified that 68% of individuals were aware about wine cocktails, 23% were not at all aware about the same and 8% were not sure about their opinion. The next question was whether people would prefer wine cocktails to wine, and based on the data, we can conclude that 70% of respondents planned to try wine cocktails, 25% had zero interest in the product, and 6% weren't sure what they thought.

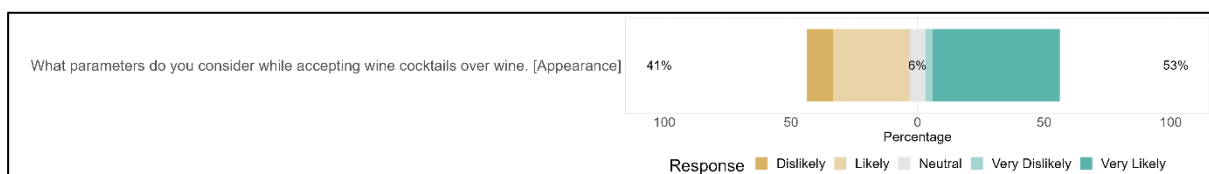


**Figure 3: Preference of wine cocktail over wine**

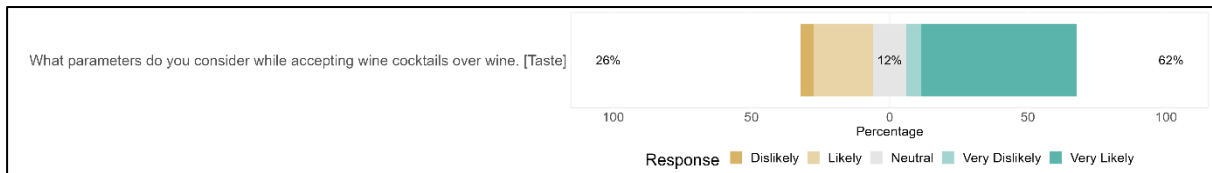
Regarding the latter consumers, the percentages of replies gathered about the reasons why they do not intend to approach this new product are displayed in Figure 3. As shown in the graph, people (25%) also responded. Instead, personal preferences for traditional beverages (such as wine, beer, and spirits) were the main driving force, followed by a lack of interest in and appeal for product innovation.

When alcoholic beverage consumption patterns were analysed, significant differences were found, particularly when beer and spirit consumption was taken into account. In particular, the new entry category was more targeted towards spirit consumption. New entries statistically varied from existing ones when the most frequent level of consumption was considered, indicating a higher tendency of consumption in the new entries. In terms of consumption frequency of alcoholic beverages, new entries statistically differed considering the most frequent consumption level, highlighting a higher propensity of consumption in the new entries.

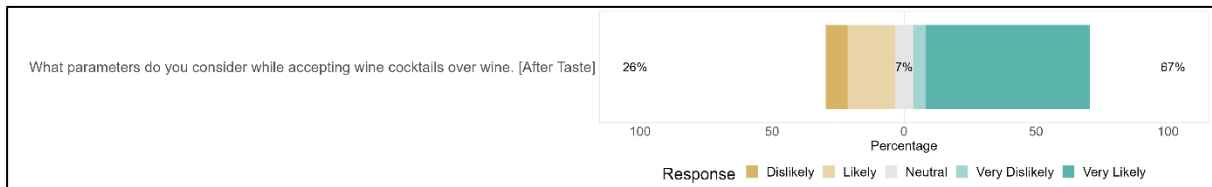
Ultimately, the factors were taken into consideration to know the customer acceptability about new product i.e., wine cocktails. Figure 4.1,4.2,4.3 presents a brief insight regarding the characteristics especially taste, appearance and after taste.



**Figure 4.1: Parameters while accepting wine cocktails(appearance)**



**Figure 4.2: Parameters while accepting wine cocktails(taste)**



**Figure 4.3: Parameters while accepting wine cocktails (after taste)**

Figure 4.1 allows us to examine the product's appearance. It shows that 41% of people are unable to accept the product's appearance, while 53% are inclined to do so. As we questioned the individuals more about their unwillingness to accept the appearance, we learned that they firmly think that only the traditional wine colour belongs there.

Through figure 4.2 we can analyse the taste of the product where we can see that 62% individuals are likely to accept the product taste and 26% people don't like the taste of wine cocktails that they have tasted. We investigated it further and came to the conclusion that the wine cocktails that are currently available lack flavour. the taste of wine and other flavours is impaired.

Using figure 4.3 we can study the after taste of the product where we can see that 67% individuals are likely to accept the product after taste and 26% people do not like the after taste of wine cocktails that they have tried. We investigated it further and came to the conclusion that the wine cocktails that are now available has less after taste and is not identical to conventional wine. Instead, those who are likely to enjoy the appearance, flavour, and aftertaste of a wine cocktail choose bottled cocktails due to their convenience.

## CONCLUSION

This survey helps us comprehend the views of customers regarding wine cocktails. With reference to Figure 3, we can conclude that 70% of people are eager to try wine cocktails over wine, with the bitter taste and smell of conventional wine being the key factors in their choice. The people were interested in bottled cocktails that may make consumption easier after trying

wine cocktails in bars and restaurants. Figures 4.1, 4.2, and 4.3 help us to draw the conclusion that several factors influence how the wine cocktails taste. Further, by taking into account each person's previous experience, the variations in customer perception could be a marketing tool to be taken into account in the product communication strategies. Our research will assist the beverage sector in developing an effective communication strategy relating to drink attributes in order to meet and exceed customer expectations. This final point assumes additional significance in the case of new entrants who stated sensory expectations for the new product in this research that could not change in a number of wine cocktails. So, in this research, this outcome enables us to effectively emphasise the descriptors influencing the acceptance of the new entries. A successful strategy for a product's market entry might involve capillary communication of its features as well as their effects on society and the environment. By showcasing the benefits of wine cocktails, this promotional strategy could also get the attention of individuals. We are aware of the research's limitations with regard to sample size and composition. However, by extending the research into more regions and sectors to examine various consumer profiles, especially taking into account more age groups of people, this limitation may be solved. Nevertheless, based on our findings, the commercialization of wine cocktails could have a bright future and might be a useful tool for reducing food waste and loss while also enhancing the sustainability of wine chains.

## **REFERENCE**

1. (Merlino, V.M.; Fracassetti, D.; Di Canito, A.; Pizzi, S.; Borra, D.; Giuggioli, N.R.; Vigentini, I. Is the Consumer Ready for Innovative Fruit Wines? Perception and Acceptability of Young Consumers. *Foods* 2021,)
2. (FAO SOFA 2019-The State of Food and Agriculture in the World. Available online: <http://www.fao.org/state-of-food-agriculture/en/> (accessed on 10 June 2021))
3. (Adsule, P. G., Sharma, A. K.; Upadhyay, A.; Sawant, I. S.; Jogaih, S.; Upadhyay, A. K. and Yadav, D. S. 2012. Grape research in India: A review. *Progressive Horticulture*, 44(2): 180-193)
4. (Anonymous, 2013. Huge post-harvest losses for India. )
5. (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)
6. (Rauf Nisel, 2006 Analysis of consumer characteristics which influence the determinants of buying decisions)

7. (Capturing the Younger Wine Consumer NELSON BARBER, TIM DODD and RICHARD GHISELLI Original manuscript received, 1 July 2008)
8. (Belk, R.W. (1975) Situational variables and consumer behavior. *Journal of Consumer Research*, 2, December, p. 158.)
9. (Miller, K.E. and Ginter, J.L. (1979) An investigation of situational variation in brand choice behavior and attitudes. *Journal of Marketing Research*, 16, February, pp. 111–23.)
10. (Vikas Gupta, Risk and benefit perceptions related to wine consumption and how it influences consumers' attitude and behavioural intentions in India)