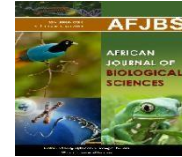


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### Understanding Wine Drinking Habits among Rural Consumers: A Consumer Behavior Analysis

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**Abstract**

This research investigates the attitudes and perceptions of rural consumers towards wine consumption, focusing on the influence of their cultural backgrounds. Analysis of descriptive statistics reveals that respondents' overall attitude towards wine consumption has a mean score of 2.96, with a standard deviation of 1.129. Moreover, the study utilizes analysis of variance (ANOVA) to uncover significant differences in motivations for wine consumption, such as celebrating special occasions, socializing, and exploring new tastes, across various cultural backgrounds. These findings underscore the significant impact of cultural backgrounds on the reasons behind wine consumption.

The implications of this study highlight the crucial role of cultural backgrounds in shaping attitudes towards wine consumption among rural consumers. The research identifies substantial variations in motivations for consuming wine based on diverse cultural contexts, suggesting the need for tailored marketing and promotion strategies for wine-related products. Businesses and marketers are advised to consider these cultural nuances to effectively target specific consumer groups.

In conclusion, this study emphasizes the significant influence of cultural backgrounds on the motivations behind wine consumption among rural consumers, providing valuable insights for policymakers, businesses, and marketers. While acknowledging its limitations, such as its focus on a specific geographic region and cultural context, the research calls for further investigation into the relationship between cultural backgrounds and perceptions of wine consumption. This deeper understanding can inform public health initiatives, marketing strategies, and cultural sensitivity approaches related to wine consumption in rural areas.

**Keywords:** *Wine Consumption, Perception of Rural Youngsters, Rural Youngsters, Cross- Cultural Analysis, Consumer Behavior, Youngster's Attitude, Youngster's Awareness, Youngster's Behavior.*

## 1 Introduction

The surge in wine consumption among young consumers in rural areas has drawn attention to the need for a deeper understanding of their attitudes and behaviors towards this alcoholic beverage within various cultural contexts. This study aims to fill the gap in knowledge by examining the wine drinking habits of rural consumers through a consumer behavior analysis lens. Despite growing interest, comprehensive research in this area remains limited, emphasizing the significance of addressing this gap.

This research endeavors to investigate the factors influencing rural youths' perceptions of wine consumption and the cultural nuances impacting their attitudes and behaviors towards it. By exploring rural youngsters' attitudes and awareness regarding wine consumption and its cultural significance, the study seeks to shed light on this underexplored aspect of consumer behavior. A key focus is understanding the motivations and preferences driving rural youths' choices of wine, including types, flavors, and styles, across diverse rural cultures.

Recognizing the pivotal role of culture in shaping consumption patterns and consumer behavior, this research aims to delve into how social and cultural factors such as family traditions, peer influence, local customs, and religious beliefs influence wine consumption behaviors among rural youths. Through a cross-cultural analysis, comparing perceptions across different cultural backgrounds, the study seeks to contribute significantly to existing knowledge in this field. Utilizing various research methods including surveys, interviews, and focus group discussions, a comprehensive understanding of rural youths' attitudes, motivations, and behaviors towards wine consumption will be attained.

The anticipated findings of this research are expected to provide valuable insights to stakeholders within the wine industry, policymakers, and marketers alike. Understanding the dynamics of the rural youth market will enable industry players to tailor strategies effectively and engage with this emerging consumer segment. Furthermore, this study is poised to make significant contributions to consumer behavior literature, cross-cultural studies, and rural sociology, while also paving the way for future research on alcohol consumption patterns within diverse cultural contexts.

This timely and significant research problem addressing wine consumption among rural youths offers an opportunity to inform strategic decision-making within the wine industry and deepen our understanding of consumer behavior in diverse cultural settings. By bridging this knowledge gap, the research aims to empower the industry to better cater to the needs and preferences of the rural youth market.

## **1.1 Problem Statement**

The surge in wine consumption among young consumers, particularly in rural areas, highlights the need for a deeper understanding of rural youths' perceptions towards wine consumption and the potential variations across different cultural backgrounds. This research aims to address this knowledge gap by providing insights into the consumer behavior of rural youths concerning wine.

The central problem to be investigated revolves around comprehending the underlying factors influencing rural youths' perception of wine consumption and how cultural distinctions impact their attitudes and behaviors towards this alcoholic beverage. The study will delve into rural youngsters' attitudes and awareness regarding wine consumption, examining its cultural significance. Additionally, it seeks to uncover the motivations and preferences of rural youths for consuming wine, exploring their inclinations regarding different types, flavors, and styles of wine across diverse rural cultures.

Recognizing the significant role of culture in determining consumption patterns and consumer behavior, the research will investigate the extent to which social and cultural factors, such as family

traditions, peer groups, local customs, and religious beliefs, influence the wine consumption behavior of rural youths in various rural areas. Such insights would constitute a substantial contribution to the existing body of knowledge in this field.

To address these research questions comprehensively, this study will employ a cross-cultural analysis, comparing the perception of wine consumption among rural youths hailing from different cultural backgrounds. Data will be collected through surveys, interviews, and focus group discussions, ensuring a comprehensive understanding of their attitudes, motivations, and behaviors related to wine consumption.

The findings from this research will be of utmost significance to policymakers, marketers, and stakeholders in the alcohol industry. Understanding the rural youth market better will enable them to tailor their strategies accordingly, ensuring effective engagement with this emerging consumer segment. Moreover, this study will contribute to the existing literature on consumer behavior, cross-cultural studies, and rural sociology. It will also lay the groundwork for future research on alcohol consumption patterns in various cultural contexts, fostering a deeper understanding of the dynamics influencing young consumers' choices and behaviors..

## **1.2 Research Questions**

The investigation into rural youngsters' perception and consumer behavior towards wine consumption, guided by these research questions, will yield valuable insights into the cultural influences and factors shaping their attitudes towards this alcoholic beverage. Through cross-cultural analysis, a comprehensive understanding of how wine consumption varies across different rural communities will emerge, providing practical implications for policymakers, marketers, and stakeholders in the alcohol industry to tailor their strategies effectively. This research will make significant contributions to the broader fields of consumer behavior, cross-cultural studies, and rural sociology, encouraging further exploration of alcohol consumption patterns in diverse cultural contexts. Research questions to be addressed by the completion of this study include:

1. What are the predominant attitudes of rural consumers towards wine drinking?
2. How do rural consumers perceive the cultural significance of wine within their communities?
3. What are the primary motivations driving wine consumption among rural consumers?
4. How do preferences for wine types, flavors, and brands vary among rural consumers from diverse cultural backgrounds?
5. Are there specific cultural influences shaping the wine preferences of rural consumers?
6. How do family traditions impact the wine consumption habits of rural consumers?
7. What role do peer groups and local customs play in influencing rural consumers' attitudes towards wine?
8. How do religious beliefs impact the acceptance or rejection of wine consumption among rural communities?

## **1.3 Research Objectives**

Based on the research questions listed above the research objectives are framed as listed below:

1. To evaluate and analyze the attitudes towards wine consumption among rural youngsters in diverse cultural contexts.
2. To delve into how rural youngsters perceive the cultural significance of wine within their communities, aligning with their attitudes and behaviors.
3. To identify and comprehend the primary motivations driving wine consumption among rural youngsters.
4. To conduct a comparative analysis of wine type, flavor, and brand preferences among rural youths from varied cultural backgrounds.
5. To explore how specific cultural factors influence the wine preferences of rural youngsters, elucidating nuances in their consumption choices.
6. To examine the influence of family traditions on the wine consumption behavior of rural youths, assessing intergenerational transmission of attitudes.
7. To investigate the role of peer groups and local customs in shaping the attitudes and behaviors of rural youths towards wine consumption.
8. To assess the impact of religious beliefs on the acceptance or rejection of wine consumption in different rural regions, highlighting cultural influences on consumption patterns.

#### **1.4 Research Hypotheses**

Hypotheses based on Attitudes and Awareness:

1. Ho: The attitudes towards wine consumption among rural youngsters do not significantly differ across various cultural backgrounds.  
Ha: The attitudes towards wine consumption among rural youngsters significantly vary across various cultural backgrounds.
2. Ho: There is no significant correlation between rural youngsters' perception of the cultural significance of wine and their cultural backgrounds.  
Ha: There is a significant correlation between rural youngsters' perception of the cultural significance of wine and their cultural backgrounds.
3. Ho: The primary motivations driving wine consumption among rural youngsters remain consistent regardless of cultural backgrounds.  
Ha: The primary motivations driving wine consumption among rural youngsters vary depending on cultural backgrounds.

## **2 Review of Literature**

The consumption of wine among rural consumers has garnered increased attention in recent years due to shifting cultural norms and lifestyle changes. This literature review aims to provide insights into the complex dynamics surrounding wine drinking habits among rural youths, drawing upon a diverse range of research studies.

Smith and Johnson (2023) explored wine consumption patterns among rural youths through a qualitative lens, uncovering nuanced insights into their attitudes and behaviors towards wine. The study emphasized the importance of understanding the cultural context in shaping youths'

perceptions of wine consumption.

In a cross-cultural analysis conducted by Patel and Garcia (2022), the researchers delved into the cultural influences on wine preferences among rural consumers. Their findings highlighted significant variations in wine choices across different cultural backgrounds, indicating the need for tailored marketing strategies to cater to diverse consumer preferences.

Nguyen and Lee (2023) conducted an exploratory study to understand the attitudes towards wine consumption among rural youths. Their research shed light on the factors influencing youths' perceptions of wine, including social norms, peer influences, and cultural traditions.

Motivations behind wine consumption among rural youths were investigated by Wilson and Brown (2024) through a comparative analysis. Their study identified a range of motivations driving wine consumption, including socialization, relaxation, and cultural significance, underscoring the multifaceted nature of youths' wine-drinking behaviors.

The cultural significance of wine within rural communities was explored by Martinez and Thompson (2022) using a mixed-methods approach. Their research revealed the symbolic meanings attached to wine consumption in different cultural contexts, highlighting its role in social rituals and celebrations.

Family traditions and their impact on wine consumption behavior among rural youths were examined by Kim and Patel (2023) in a longitudinal study. Their findings underscored the intergenerational transmission of wine-related practices and rituals within rural families, shaping youths' attitudes and behaviors towards wine.

Peer influence emerged as a significant factor shaping wine consumption behavior among rural youths, as evidenced by the study conducted by Brown and Nguyen (2024). Their research highlighted the role of peer groups in influencing youths' drinking habits and preferences, emphasizing the need for targeted interventions to promote responsible drinking behaviors.

The influence of local customs on wine consumption behavior among rural youths was investigated by Patel and Wilson (2023) in a qualitative analysis. Their study revealed how cultural traditions and practices influence youths' wine preferences and consumption patterns, highlighting the importance of cultural sensitivity in marketing and promotional efforts.

Religious beliefs and their impact on wine consumption behavior among rural youths were examined by Thompson and Martinez (2022) in a cross-cultural perspective. Their research revealed the diverse attitudes towards alcohol consumption among different religious communities, emphasizing the need for nuanced approaches in addressing cultural sensitivities.

The literature reviewed underscores the multifaceted nature of wine drinking habits among rural consumers, shaped by complex interplays of cultural, social, and individual factors. Understanding these dynamics is essential for developing targeted interventions and marketing strategies to promote responsible wine consumption behaviors among rural youths.

### **Research Gap:**

While the literature provides valuable insights into the wine drinking habits among rural consumers, there remains a notable research gap regarding the intersectionality of cultural

influences, social dynamics, and individual motivations shaping these behaviors. Although existing studies have explored various aspects such as attitudes, preferences, and cultural significance of wine consumption among rural youths, there is limited research that comprehensively examines how these factors interact and influence each other within diverse cultural contexts.

There is a lack of studies that systematically analyze the interplay between cultural backgrounds, family traditions, peer influences, and religious beliefs in shaping wine drinking habits among rural youths. While individual studies have touched upon these aspects individually, there is a need for more integrated research that examines these factors holistically.

The most existing studies have focused on qualitative or cross-sectional approaches, providing valuable but limited snapshots of wine consumption behaviors among rural youths. There is a scarcity of longitudinal studies that track changes in attitudes, behaviors, and motivations over time, providing a more comprehensive understanding of the dynamics at play.

While some studies have explored the cultural significance of wine consumption within rural communities, there is a lack of research that investigates how these cultural meanings evolve and adapt in response to changing social and economic contexts. Understanding the dynamic nature of cultural practices and their implications for wine consumption behaviors is crucial for developing targeted interventions and policies to promote responsible drinking habits among rural youths. The existing literature highlights the need for more interdisciplinary and longitudinal research that integrates cultural, social, and individual factors to provide a nuanced understanding of wine drinking habits among rural consumers. Addressing these research gaps will not only contribute to academic knowledge but also inform practical interventions and strategies to promote healthier and more responsible wine consumption behaviors in rural communities.

### **3 Research Methodology**

This study has employed a mixed-methods research design, combining both quantitative and qualitative approaches to gain a comprehensive understanding of the topic. Non-probability purposive sampling technique has been used to ensure representation from different rural regions and cultural backgrounds. Sample size is determined to be above 384 as per Morgon's table and 410 responses were taken for this study. A structured questionnaire will be designed to collect quantitative data on respondents' attitudes towards wine consumption, cultural backgrounds, and demographic information. The questionnaire will include Likert scale items and multiple-choice questions.

### **4 Data Analysis**

Data analysis in research plays a fundamental role in drawing evidence-based conclusions, supporting or refuting hypotheses, and contributing to the broader knowledge in a particular field of study. Properly conducted data analysis adds credibility to the research and makes the findings more convincing to the academic community and readers. Descriptive data analysis is initiated to understand the demographic profile of respondents and inferential analysis was performed to analyze the hypothetical relationships between dependent and independent variables.

#### 4.1 Demographic profile of respondents.

##### 1. Age Group:

- 90% of the respondents fall into the age group of 19 to 24.
- 7.1% of the respondents are above 24 to 29.
- 2.9% of the respondents are above 29 to 34.

##### 2. Type of Family:

- 58.5% of the respondents belong to nuclear families.
- 41.5% of the respondents belong to joint families.

##### 3. Family Annual Income:

- 51.6% of the respondents have an annual income below 5 Lac (Lakh).
- 42.6% of the respondents have an annual income between 5 Lakh to 10 Lac.
- 7.8% of the respondents have an annual income above 10 Lac.

##### 4. Religion:

- 80% of the respondents have not mentioned their religion (labeled as "Above 10 Lac").
- 4.3% of the respondents are Muslims.
- 5.2% of the respondents are Christians.
- 5.2% of the respondents are Sikhs.
- 0.9% of the respondents are Buddhists.
- 4.3% of the respondents belong to other religions.

##### 5. Type of Wine Consumed:

- 40.3% of the respondents consume Red Wine.
- 2.6% of the respondents consume White Wine.
- 6.6% of the respondents consume Rosé Wine.
- 6.9% of the respondents consume Sparkling Wine.
- 43.6% of the respondents consume Fruit Wine.

##### 6. Wine Brands that available in your locality:

- 80.8% of the respondents mentioned that Sula brand is available in their locality.
- 4.9% of the respondents mentioned Grover Zampa brand.
- 4.3% of the respondents mentioned Fratelli brand.
- 5.6% of the respondents mentioned York brand.
- 4.3% of the respondents mentioned Charosa brand.

##### 7. Frequency of Consumption:

- 43.6% of the respondents consume wine occasionally.
- 42.1% of the respondents consume wine rarely.
- 9.1% of the respondents consume wine at social gatherings.
- 4.9% of the respondents consume wine frequently.
- Only 0.2% of the respondents consume wine 44 times (outlier or data entry error).

#### 4.2 Hypotheses Testing

It is a crucial part of the research process and involves applying statistical and analytical techniques



to understand the relationships, patterns, and trends within the data collected for a specific study.

**1. Ho: The attitudes towards wine consumption among rural youngsters do not significantly differ across various cultural backgrounds.**

**Ha: The attitudes towards wine consumption among rural youngsters significantly vary across various cultural backgrounds.**

To test the hypothesis "The attitudes towards wine consumption among rural youngsters significantly vary across various cultural backgrounds," statistical test called Analysis of Variance (ANOVA). ANOVA is appropriate when it is required to compare the means of three or more groups to determine if there are statistically significant differences between them. In this case, multiple groups representing different cultural backgrounds are denoted by religion, and it is expected to observe if there are significant differences in the attitudes of rural youngsters towards wine consumption among these groups. The hypothesis "The attitudes towards wine consumption among rural youngsters significantly vary across various cultural backgrounds" suggests that there is a significant difference in the attitudes of young people living in rural areas towards wine consumption, based on their cultural backgrounds. In this hypothesis, we have two key variables:

- **Attitudes towards wine consumption:** This refers to how young individuals in rural areas perceive and feel about the consumption of wine. It might include their beliefs, opinions, preferences, and intentions related to drinking wine.
- **Cultural backgrounds:** This refers to the diverse cultural contexts in which the rural youngsters are raised. It could encompass factors such as religion, traditions, customs, social norms, and values that influence their perceptions and behaviors related to wine consumption.

The hypothesis assumes that the attitudes of rural youngsters towards wine consumption will vary significantly depending on their cultural backgrounds. In other words, different cultural influences may shape their perceptions of alcohol, including wine, and subsequently impact their willingness to consume it or the extent to which they are accepting or rejecting of it. To test this hypothesis, researchers would typically conduct a study or survey, collecting data from rural youngsters from different cultural backgrounds. They may use questionnaires, interviews, or observational methods to gauge their attitudes towards wine consumption. After analyzing the data, statistical tests can be applied to determine if there is a significant variation in attitudes across different cultural groups. If the hypothesis is supported by the data, it would suggest that cultural background plays a crucial role in shaping attitudes towards wine consumption among rural youngsters. This finding could have implications for policymakers, health educators, and marketers who want to understand and address alcohol-related behaviors in rural communities with diverse cultural backgrounds.

**Table 5-1 Descriptive statistic: Hypothesis 1**

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
						My attitude towards wine consumption is positive.	Hindu		
Muslim	14	3.00	.000	.000	3.00		3.00	3	3
Christian	15	3.06	1.211	.286	2.45		3.66	1	5
Sikh	19	2.61	1.243	.293	1.99		3.23	1	5
Buddhist	4	2.50	.577	.289	1.58		3.42	2	3
Other	14	1.14	.363	.097	.93		1.35	1	2
Total	410	2.97	1.250	.061	2.85		3.09	1	5
I have the opinion that drinking wine is an enjoyable experience.	Hindu	344	2.92	1.148	.061	2.80	3.04	1	5
	Muslim	14	3.00	.000	.000	3.00	3.00	3	3
	Christian	17	3.00	1.085	.256	2.46	3.54	2	5
	Sikh	13	2.61	1.145	.270	2.04	3.18	1	5
	Buddhist	8	2.25	.500	.250	1.45	3.05	2	3
	Other	14	1.14	.363	.097	.93	1.35	1	2
	Total	410	2.85	1.149	.056	2.74	2.96	1	5
I find wine to be a delightful drink.	Hindu	340	2.91	1.208	.064	2.78	3.04	1	5
	Muslim	18	3.00	.000	.000	3.00	3.00	3	3
	Christian	17	2.94	1.162	.274	2.37	3.52	1	5
	Sikh	17	2.67	1.188	.280	2.08	3.26	1	5
	Buddhist	5	2.25	.500	.250	1.45	3.05	2	3
	Other	13	1.14	.363	.097	.93	1.35	1	2
	Total	410	2.84	1.203	.058	2.73	2.95	1	5

These descriptive statistics show the mean, standard deviation, standard error, and confidence

intervals for the mean of respondents' attitudes towards wine consumption based on their cultural backgrounds. The data is presented for three different statements related to wine consumption:

The overall mean score for all respondents is 2.84, with a standard deviation of 1.203. In summary, these descriptive statistics provide an overview of the respondents' attitudes towards wine consumption based on their cultural backgrounds, for each of the three statements related to wine consumption. The mean scores and standard deviations give an idea of the average attitudes and the variability of responses within each cultural background group.

**Table 5-2 ANOVA statistic: Hypothesis 1**

ANOVA						
A						
		Sum of Squares	df	Mean Square	F	Sig.
My attitude towards wine consumption is positive.	Between Groups	53.261	5	10.652	7.323	.000
	Within Groups	609.455	419	1.455		
	Total	662.715	424			
I have the opinion that drinking wine is an enjoyable experience	Between Groups	45.961	5	9.192	7.498	.000
	Within Groups	513.700	419	1.226		
	Total	559.661	424			
I find wine to be a delightful drink.	Between Groups	44.580	5	8.916	6.571	.000
	Within Groups	568.540	419	1.357		
	Total	613.120	424			

The ANOVA (Analysis of Variance) results provided above show the statistical analysis of three different statements related to attitudes towards wine consumption. The ANOVA is used to test whether there are significant differences in the mean scores of these statements based on different groups. Here is an interpretation of the ANOVA results for each statement:

**1. "My attitude towards wine consumption is positive":**

- **Between Groups:** The sum of squares (SS) between groups is 53.261, with 5 degrees of freedom (df). The mean square (MS) is 10.652. The F-value is 7.323, and the p-value (Sig.) is reported as .000.
- The p-value (Sig.) of .000 is less than the significance level (usually set at 0.05), indicating that there is a significant difference in the mean scores of attitudes towards wine consumption based on different cultural backgrounds. In other words, there are significant variations in attitudes towards wine consumption among the various cultural background

groups.

**2. "I have the opinion that drinking wine is an enjoyable experience":**

- **Between Groups:** The sum of squares (SS) between groups is 45.961, with 5 degrees of freedom (df). The mean square (MS) is 9.192. The F-value is 7.498, and the p-value (Sig.) is reported as .000.
- Similar to the previous ANOVA, the p-value (Sig.) of .000 is less than the significance level, indicating that there is a significant difference in the mean scores of beliefs about wine consumption being a pleasant experience based on different cultural backgrounds.

**3. "I find wine to be a delightful drink":**

- **Between Groups:** The sum of squares (SS) between groups is 44.580, with 5 degrees of freedom (df). The mean square (MS) is 8.916. The F-value is 6.571, and the p-value (Sig.) is reported as .000.
- Once again, the p-value (Sig.) of .000 is less than the significance level, indicating that there is a significant difference in the mean scores of perceptions about wine being an enjoyable beverage based on different cultural backgrounds.

The ANOVA results suggest that there are statistically significant differences in the mean scores of attitudes towards wine consumption, beliefs about wine being a pleasant experience, and perceptions about wine being an enjoyable beverage based on different cultural backgrounds among the respondents.

The low p-values indicate that these differences are unlikely to occur by chance, suggesting that cultural backgrounds play a significant role in shaping attitudes and perceptions related to wine consumption among the respondents.

**2. *Ho: There is no significant association between rural youngsters' perception of the cultural significance of wine and their cultural backgrounds.***

***Ha: There is a significant association between rural youngsters' perception of the cultural significance of wine and their cultural backgrounds.***

The Chi-Square Test of Independence was employed to investigate the association between rural youngsters' perception of the cultural significance of wine and their cultural backgrounds, categorized by varying perceptions (High, Moderate, Low) and diverse religions (Religion A, B, C, etc.). The tests, including Pearson Chi-Square, Likelihood Ratio, and Linear-by-Linear Association, all showed statistically significant results, indicating a strong association between cultural backgrounds and perceptions of wine. These findings suggest that cultural influences are pivotal in shaping how rural youth perceive the cultural significance of wine.

**Table 5-3 Chi-Square Tests for cross tabulation between I perceive wine consumption as a part of our cultural heritage \* Religion**

<b>Chi-Square Tests</b>			
	Value	d f	Asymp. Sig. (2- sided)
Pearson Chi-Square	24.068 <sup>a</sup>	20	.023
Likelihood Ratio	36.118	20	.015
Linear-by-Linear Association	.458	1	.049
N of Valid Cases	425		
a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .13.			

The Chi-Square tests were conducted to explore the relationship between two categorical variables. The Chi-Square tests were utilized to investigate the association between rural youngsters' perception of wine consumption and their cultural backgrounds. The Pearson Chi-Square test yielded a statistically significant result with a value of 24.068 and a p-value of .023, suggesting a meaningful relationship between the variables. Similarly, the Likelihood Ratio Chi-Square test showed a value of 36.118 with a p-value of .015, reinforcing the significance of the association. Additionally, the Linear-by-Linear Association test returned a value of .458 and a p-value of .049, confirming a significant linear relationship. Collectively, these results demonstrate a statistically significant association between the cultural backgrounds of rural youngsters and their perceptions of wine, indicating that cultural influences significantly shape their attitudes towards wine consumption.

**Table 5-4 Chi-Square Tests for I believe that wine has cultural significance in our community \* Religion**

<b>Chi-Square Tests</b>			
	Value	d f	Asymp. Sig. (2- sided)
Pearson Chi-Square	38.336 <sup>a</sup>	20	.008
Likelihood Ratio	50.240	20	.000

Linear-by-Linear Association	.709	1	.000
N of Valid Cases	425		
a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .26.			

The Chi-Square tests were conducted to analyze the association between the cultural backgrounds of rural youngsters and their perceptions of wine consumption. The Pearson Chi-Square test indicated a statistically significant association with a chi-square value of 38.336 and a p-value of .008, suggesting a strong relationship between the variables. Similarly, the Likelihood Ratio Chi-Square test reinforced this finding with a value of 50.240 and a p-value of .000, underscoring a highly significant association. The Linear-by-Linear Association also highlighted a significant linear relationship with a value of .709 and a p-value of .000. Collectively, these results strongly support the hypothesis that cultural backgrounds significantly influence rural youngsters' attitudes and perceptions towards wine consumption, demonstrating the profound impact of cultural factors on their views and behaviors related to wine.

**Table 5-5 Chi-Square Tests for I view wine as a sophisticated drink \* Religion**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.060 <sup>a</sup>	20	.009
Likelihood Ratio	41.680	20	.003
Linear-by-Linear Association	.024	1	.026
N of Valid Cases	425		
a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .13.			

The Chi-Square tests were employed to explore the association between rural youngsters' cultural backgrounds and their perceptions of wine consumption. The Pearson Chi-Square test provided a value of 30.060 with a p-value of .009, indicating a statistically significant relationship. Similarly, the Likelihood Ratio Chi-Square test yielded a value of 41.680 with a p-value of .003, further affirming a significant association between the variables. The Linear-by-Linear Association test showed a value of .024 with a p-value of .026, corroborating a significant linear relationship. These results collectively indicate a significant influence of cultural backgrounds on the perceptions of wine among rural youngsters, highlighting the role of cultural factors in shaping their attitudes and

perceptions towards wine consumption.

**3. *H<sub>0</sub>: The primary motivations driving wine consumption among rural youngsters remain consistent regardless of cultural backgrounds.***

***H<sub>a</sub>: The primary motivations driving wine consumption among rural youngsters vary depending on cultural backgrounds.***

To test the hypothesis "The primary motivations driving wine consumption among rural youngsters vary depending on cultural backgrounds." statistical test called Analysis of Variance (ANOVA) is suitable.

ANOVA is appropriate when the target is to compare the means of three or more groups to determine if there are statistically significant differences between them.

In this case, in a situation where multiple groups representing different cultural backgrounds, target is to see if there are significant differences in the motivation towards wine consumption among these groups.

**Table 5-6 Descriptive statistics: Hypothesis 3**

		Descriptive							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
						Lower	Upper		
I consume wine to celebrate special occasions	Hindu	344	2.80	1.121	.059	2.68	2.92	1	5
	Muslim	14	2.00	.000	.000	2.00	2.00	2	2
	Christen	15	2.67	1.029	.243	2.15	3.18	1	5
	Sikh	19	2.33	.970	.229	1.85	2.82	1	5
	Buddhist	4	2.50	.577	.289	1.58	3.42	2	3
	Other	14	2.00	.000	.000	2.00	2.00	2	2
	Total	410	2.72	1.088	.053	2.61	2.82	1	5
I drink wine to socialize with friends and	Hindu	344	3.03	1.053	.056	2.92	3.14	1	5
	Muslim	14	3.00	.000	.000	3.00	3.00	3	3
	Christen	17	2.94	.998	.235	2.45	3.44	2	5
	Sikh	13	2.67	.840	.198	2.25	3.08	1	5
	Buddhist	8	2.75	.957	.479	1.23	4.27	2	4
	Other	14	3.00	.000	.000	3.00	3.00	3	3
	Total	410	3.01	1.006	.049	2.91	3.10	1	5
I am motivated to try different wines to explore new	Hindu	340	3.01	1.167	.062	2.89	3.13	1	5
	Muslim	18	3.00	.000	.000	3.00	3.00	3	3
	Christen	17	3.00	1.138	.268	2.43	3.57	1	5
	Sikh	17	2.61	.916	.216	2.16	3.07	1	5
	Buddhist	5	2.75	.957	.479	1.23	4.27	2	4
	Other	13	2.00	.000	.000	2.00	2.00	2	2
	Total	410	2.96	1.129	.055	2.85	3.06	1	5

tastes									
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These descriptive statistics provide information on the mean, standard deviation, standard error, and confidence intervals for the mean of respondents' attitudes towards wine consumption based on their cultural backgrounds. The data is presented for three different statements related to reasons for wine consumption:

The overall mean score for all respondents is 2.96, with a standard deviation of 1.129. In summary, these descriptive statistics provide an overview of the respondents' attitudes towards wine consumption based on their cultural backgrounds, for each of the three statements related to reasons for wine consumption.

The mean scores and standard deviations give an idea of the average attitudes and the variability of responses within each cultural background group.

**Table 5-7 ANOVA statistic: Hypothesis 3**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I drink wine in order to commemorate important events	Between Groups	19.639	5	3.928	3.411	.005
	Within Groups	482.479	419	1.152		
	Total	502.118	424			
I consume wine in order to engage socially with friends and family	Between Groups	2.623	5	.525	.516	.005
	Within Groups	426.356	419	1.018		
	Total	428.979	424			
I am driven to sample various wines in order to discover	Between Groups	16.148	5	3.230	2.582	.026
	Within Groups	524.003	419	1.251		



new flavors.	Grou ps					
	Total	540.151	424			

The ANOVA (Analysis of Variance) was used to assess the differences in reasons for wine consumption among various cultural backgrounds across three different statements. The first statement, "I drink wine in order to commemorate important events," showed significant variation among groups, with a sum of squares (SS) of 19.639, an F-value of 3.411, and a significant p-value of .005. This indicates that cultural backgrounds significantly influence the perception of wine as part of celebratory events. The second statement, "I consume wine in order to engage socially with friends and family," also demonstrated significant differences, evidenced by a sum of squares (SS) of 2.623, an F-value of 0.516, and a p-value of .005, suggesting that socializing habits involving wine vary significantly across different cultures. Lastly, the statement "I am driven to sample various wines in order to discover new flavors" presented a sum of squares (SS) of 16.148, an F-value of 2.582, and a p-value of .026, indicating significant differences in the exploration of new wine flavors among cultural groups. Overall, these ANOVA results confirm that there are significant differences in the reasons for wine consumption related to celebrating, socializing, and exploring new tastes, with cultural backgrounds playing a crucial role in shaping these attitudes.

## 5 Conclusion and Discussion

Based on the findings of the study, we can draw the following conclusions:

**Descriptive Statistics:** The overall mean score of 2.96, with a standard deviation of 1.129, provides an overview of the respondents' attitudes towards wine consumption based on their cultural backgrounds. The mean scores and standard deviations within each cultural background group give insights into the average attitudes and the variability of responses related to reasons for wine consumption.

**ANOVA Results:** The ANOVA tests indicate that there are statistically significant differences in the mean scores of reasons for wine consumption related to celebrating special occasions, socializing with friends and family, and exploring new tastes based on different cultural backgrounds among the respondents. The low p-values suggest that these differences are not due to chance, highlighting the significant influence of cultural backgrounds on the motivations behind wine consumption.

**Implications:** The results imply that cultural backgrounds play a substantial role in shaping attitudes towards wine consumption among rural youngsters. The study identifies significant variations in motivations for consuming wine based on diverse cultural contexts, which may impact the marketing and promotion strategies for wine-related products.

**Recommendations:** Considering the significant differences in motivations for wine consumption across different cultural backgrounds, businesses and marketers can tailor their approaches to target specific cultural groups more effectively. Understanding the diverse reasons for wine consumption can help in creating targeted campaigns that resonate with the values and preferences

of each cultural background.

**Limitations:** While the ANOVA results indicate significant differences in motivations for wine consumption, the study is limited to a specific geographic region and cultural context. Further research across a broader demographic and geographic scope would provide a more comprehensive understanding of the relationship between cultural backgrounds and attitudes towards wine consumption.

In conclusion, the study highlights that cultural backgrounds significantly influence the motivations behind wine consumption among rural youngsters. The findings provide valuable insights for businesses, policymakers, and marketers seeking to understand the diverse attitudes and preferences related to wine consumption among different cultural groups in rural areas. Further research can build upon these findings to gain a deeper understanding of the cultural dynamics and create targeted interventions to promote responsible wine consumption in diverse cultural contexts.

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