

An Empirical Analysis of Wine Consumption Behaviour among Domestic and International Tourists in Heritage Hotels of Rajasthan

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Abstract

This study provides a detailed empirical study of the wine consumption behaviour of domestic and international tourists at the heritage hotels in Rajasthan, India. The study is quantitative in nature with a mixed method using exploratory factor analysis (EFA) and multivariate analysis of variance (MANOVA) and multiple regression analysis, based on a structured questionnaire fulfilled by 187 domestic and 143 international respondents in 24 heritage properties from Jaipur, Jodhpur, Udaipur, Jaisalmer and Pushkar during 2023–2024. The results showed that there were statistically significant differences between groups in wine consumption (domestic: $M=4.83$, $SD=2.61$; international: $M=9.47$, $SD=3.82$; $t=12.84$, $p<0.001$), in awareness of pairing wine with food, in brand orientation, and in heritage ambiance influence. The results of the factor analysis revealed four motivational dimensions with the following percentages of variance: Heritage & Experiential Motivation (22.8%), Social & Status Motivation (19.6%), Sensory & Quality Motivation (17.4%) and Price & Value Motivation (14.2%), accounting for 74% of the total variance. The regression analysis shows that the type of tourist, the heritage motivation and the social motivation are the most relevant variables in predicting wine consumption behaviour ($R^2=0.623$, $p<0.001$). The study extends the concepts of Theory of Planned Behaviour and Cultural Dimensions Theory in the context of luxury heritage tourism, providing relevant and practical insights for hotel managers, wine curators, and tourism destination marketers in the state of Rajasthan. The results perform a contribution to the limited empirical literature available on the consumption of wine in non-traditional markets of South Asia.

Keywords: Wine consumption behaviour, heritage tourism, domestic tourists, international tourists, luxury hospitality, factor analysis and cultural dimensions theory.

1. Introduction

The wine market has changed significantly in terms of consumption geography, as emerging economies such as those in Asia, especially India, are now important contributors to the growth trend. The Indian market for wine is expected to grow by a compound annual growth rate (CAGR) of 12.7% until 2028 (IWSR Drinks Market Analysis, 2023), highlighting the rising likelihood that Indian visitors and tourists coming into the country will enjoy wine culture. With this trend, the State of Rajasthan, the top state for heritage tourism, stands out as an under-researched state in its unique role in the trajectory.

Rajasthan's heritage hotels are a unique type of hotel that is designed to reflect the rich history and culture of the region. They are often restored royal palaces, havelis, and forts that have been inhabited by the kings and queens of the past. These hotels are a special category of hospitality that surpasses the standard definition of hotel and are often restored royal palaces, havelis and forts inhabited by the kings and queens of the past. The grand architecture of the Umaid Bhawan Palace (Jodhpur), City Palace Hotel (Udaipur) and the Rambagh Palace (Jaipur) are all internationally famous for their architectural splendor, guided dining choices and personalized wine programs. The combination of heritage ambiance and wine consumption behavior is an area that has not been well studied in the academic literature.

Although there is an increasing number of empirical studies in traditional wine producing areas, such as France, Italy, Australia and South Africa (Hall et al., 2000; Getz & Brown, 2006; Bruwer & Alant, 2009), the other countries that consume a large amount of wine in luxury tourism settings are still at the fringes of the research discussion. Alcohol policies also differ across the various regions in Rajasthan, adding to the complexities of the context, with state level prohibition policies and high import taxes.

This study aims to fill the three key research gaps in the field of Indian heritage hospitality: first is the lack of empirical evidence about comparative wine consumption behaviour of the domestic and international tourists; second is the underexplored nature of the role of heritage ambiance as a motivational antecedent of wine consumption; and third is the underutilization of established theories of consumer behaviour (theory of planned behaviour and Hofstede's cultural dimensions theory) in the context of wine consumption in South Asian luxury tourism contexts.

The study has several contributions to make. It theoretically extends TPB and cultural dimensions theory to NWHT. Empirically, it is the first survey-based analysis of the wine consumption patterns of the heritage hotel segment in Rajasthan. The results are practically relevant to hotel food and beverage managers, wine curators, destination marketing organisations and state tourism policymakers as they provide evidence-based recommendations.

2. Literature Review

2.1 Wine Tourism and Consumption Behaviour

Since Hall et al.'s (2000) seminal typology of wine tourists, wine tourism has been a well-researched special interest tourism niche with theory abundant. Getz and Brown (2006) discovered three experiential dimensions of wine tourism: Core wine product, Core destination appeal and Cultural product, which all contribute to the tourist's satisfaction and intentions to behave. Bruwer and Alant (2009) added to this by showing that unlike demographics, motivation is the most important difference between wine tourism segments.

Theories of Consumer Behaviour used in the study of wine consumption have included the Theory of Planned Behaviour (Ajzen, 1991), the Elaboration Likelihood Model and experiential consumption theory (Pine & Gilmore, 1999). The TPB theory suggests that the attitudes toward wine, subjective norms and perceived behavioural control, which are different in different cultural contexts (Loose & Szolnoki, 2012), are the determinants of wine consumption behaviour.

Previous studies have shown that the effect of these cues on wine quality vary among market segments (Lockshin & Corsi, 2012). Consumers from non-wine-producing backgrounds are more sensitive to product extrinsic cues like brand reputation and price, whereas international tourists, especially from Western wine-producing countries are more aware of intrinsic product cues (taste, terroir) (Saliba et al., 2013).

2.2 Heritage Tourism and Luxury Hospitality Context

Heritage tourism now encompasses travel to experience authentic cultural, historical, and architectural resources (Timothy & Boyd, 2003) and has had a consistent worldwide increase in numbers and the designation of UNESCO World Heritage Sites has been increasingly visited. Rajasthan has six sites inscribed as UNESCO World Heritage sites and more than 100 heritage hotel properties that hold the designation of Rajasthan Heritage Hotels Association. Rajasthan is one of the most concentrated heritage tourism ecosystems in Asia with six sites inscribed as UNESCO World Heritage sites and more than 100 heritage hotel properties designated as Rajasthan Heritage Hotels Association.

The luxury heritage hotel sector is unique in this ecosystem. Heritage hotels provide a different kind of luxury experience from branded chains, according to Pine and Gilmore (1999): 'Transformation Experiences' are the immersive experiences guests can have with history, architecture and culture that shape their self-perception. In Bremner's 2019 study of guests at palace-hotels in Rajasthan, the guests were more willing to pay for

experiential add-ons, such as wine dinners and sommelier-led tastings, than guests at more modern luxury properties.

Although the influence of physical environment or 'servicescape' (Bitner, 1992) on the consumption behaviour at a heritage hotel has been established theoretically, there has been little empirical research to support this. The servicescape of Rajasthan's palace-hotels is unique and powerful due to its architectural grandeur, historic artefacts, and curated décor that can potentiate premium beverage consumption by mechanisms of aspirational identity, social congruence and experiential immersion.

2.3 Cultural Dimensions and Cross-Cultural Wine Consumption

The idea of cross-cultural differences in wine consumption can be analysed theoretically using Hofstede's (1980) Cultural Dimensions Theory, which consists of five dimensions: power distance, individualism-collectivism, masculinity-femininity, uncertainty avoidance, and long-term orientation and indulgence-restraint. The idea that consuming wine is a clue to status display and a signal of social hierarchy resonates with high power distance cultures such as India (PDI=77), which might intensify social motivational factors for domestic tourists (Hofstede et al., 2010).

On the other hand, the intrinsically motivated international tourists from low power distance, high individualism cultures (USA PDI=40, IDV=91; UK PDI=35, IDV=89) are higher. These theoretical predictions are consistent with empirical results of Casini et al. (2009) for European markets and Saliba et al. (2013) in comparative contexts between Australia and Asian markets, but not yet applied to the specific Indian context of a heritage hotel.

The combination of cultural dimensions, heritage ambiance is especially prominent in Rajasthan. Domestic tourists might follow status-related consumption scripts, which are triggered by the region's royal identity and its links to the Rajput warrior aristocracy and Mughal courtly traditions, conceptually similar to Veblen's (1899) conspicuous consumption theory. International visitors, on the other hand, might first think of drinking wine at these properties as a part of an authentic experience of the culture.

2.4 Wine Consumption in India: Market Context

Indian wine market is a fledgling compared with traditional wine making countries, but has seen a radical shift in its structure since the liberalisation of wine import policies in 2002. Domestic production has grown, with the Nashik Valley in Maharashtra (also known as 'India's Napa Valley') and the Chittorgarh Valley in Rajasthan, Karnataka and Himachal Pradesh participating in the domestic production (APEDA, 2023). Key domestic producers, such as Sula Vineyards, Grover Zampa and York Winery, have led the way with varietal wines catered to the tastes of the Indian market, which prefer lighter body and residual sugars.

But the state of regulations which exist in Rajasthan is rather different for wine. Pushkar, a sacred city, has a complete ban; Jaisalmer has some fixed hours for service; and Jaipur, Jodhpur and Udaipur have more liberal licensing regulations for star-rated hotels. The unequal opportunities to use wine across the state result from these regulatory disparities, and must be analyzed on a geographically disaggregated basis.

Previous studies on the consumption of wine in the Indian hospitality industry have focused mainly on the descriptive and limited to the metropolitan hotel setting (Agarwal & Tyagi, 2018; Bhandari et al., 2020). The first contribution of the present research concerns heritage hotel-specific wine studies which are not found in the peer-reviewed literature.

3. Theoretical Framework and Research Hypotheses

This study combines two complementary theoretical approaches to the explanation of wine consumption behavior in the context of a heritage hotel. Theory of Planned Behaviour (Ajzen, 1991) explains individual cognitive processes at a micro-level and Cultural Dimensions Theory (Hofstede, 1980) at a macro-level and across cultures. These frameworks combined suggest that wine consumption behavior is determined by the interaction of individual attitudes and subjective norms (TPB) in the presence of cultural programming (CDT) which is then further contextualized by the heritage servicescape.

Such integration implies a conceptual model that posits the tourist type (domestic vs. international) as a proxy for cultural programming, to serve as a mediator between the motivational factors and outcomes of wine consumption. The perceived heritage value and physical environment quality are suggested as moderating variables to increase the intention to consume wine for both tourist segments, supporting the heritage ambiance. The intention to drink wine is proposed to be higher for both tourist segments when the perceived heritage value and physical environment quality are higher, which is the operationalisation of the heritage ambiance.

The above theoretical synthesis and literature review lead to the following hypotheses:

The frequency of wine consumption of international tourists is significantly higher than that of domestic tourists at heritage hotels in Rajasthan.

H2: Heritage & Experiential Motivation is a strong positive motivator of wine consumption behaviours of tourists.

H3: Domestic and international tourists have a significant difference in their social & status motivation.

H4: Across both the tourist segments, the ambiance of heritage positively affects the intentions to consume wine.

H5: Consumption of wine is an important determinant of tourist satisfaction and revisit intention at heritage hotels.

4. Research Methodology

4.1 Research Design and Setting

The approach used in this study is the positivist approach with a cross sectional survey method using a quantitative method. The study was undertaken in 24 Heritage Hotel properties in 5 cities of Rajasthan with 8 properties in Jaipur, 6 properties in Udaipur, 5 properties in Jodhpur, 3 properties in Jaisalmer and 2 properties in Pushkar. Purposive sampling was used to ensure adequate coverage of the three hotel segments: Heritage Grand (5-star; n=8), Heritage Classic (4-star; n=10), and Heritage Basic (3-star; n=6) in line with the MOT heritage hotel classification.

To minimize seasonal response bias, data collection was conducted across 12 months from October 2022 to March 2023 (peak tourist season) and from April 2023 to January 2024 (off season). The survey was conducted in English; Hindi and French versions available on request.

4.2 Sampling and Data Collection

The adult tourists (18+ years old) who had at least one glass of wine in the selected heritage hotels were targeted. The subject sampling method was convenience sampling, and the research assistants were trained to be in the restaurant and bar of the hotels at the time that the dinners were served. A total of 412 questionnaires were sent out and 348 were returned (84.5% response rate). The usable response was obtained from 330 (187 domestic tourists (56.7%) and 143 international tourists (43.3%)) out of 348 respondents who were excluded due to incomplete responses.

To check for sample size adequacy, two criteria were used. For EFA, the sample-to-item ratio of 330:19 = 17.4:1 exceeds the recommended minimum of 10:1 (Hair et al., 2019). To confirm the obtained sample, for multiple

regression, a minimum of 123 cases are needed for 7 predictors, at $\alpha=0.05$ and power=0.8 (Cohen, 1992). Twenty-four countries were represented by foreign respondents, with the largest ones being the United Kingdom (18.9%), United States (16.8%), France (12.6%), Germany (9.8%) and Australia (8.4%).

4.3 Measurement Instrument

The structured questionnaire consisted of four parts: (i) demographic and travel profile (8 items); (ii) wine consumption patterns (12 items, such as frequency, type preference, spend, and motivational wine consumption situations); (iii) motivational factors scale (19 items on 5-point Likert scales ranging from 1 = 'Strongly Disagree' to 5 = 'Strongly Agree', adapted from Charters & Ali-Knight, 2002; Bruwer & Alant, 2009); and (iv) outcome variables: overall satisfaction (3 items), revisit intention (2 items) and wine-specific satisfaction (3 items) on a 5-point Likert scale ranging from 1 = 'Strongly Disagree' to 5 = 'Strongly Agree'.

The content was validated by five experts: two hospitality academics, one wine educator (WSET Level 4 Diploma), one heritage hotel, and one heritage tourism official from Rajasthan. 25 respondents from a non-sampled heritage property were asked to complete a pre test to identify ambiguous items that were then edited. The internal reliability of the motivational scale was computed using Cronbach's alpha coefficient ($\alpha=0.847$ for the total scale) which was above Nunnally's (1978) recommended level of 0.70. The Cronbach's alpha for subscales ranged from 0.791 to 0.863.

4.4 Analytical Strategy

IBM SPSS Statistics Version 29.0 was used to conduct statistical analyses. The analytical sequence followed was as follows: (1) descriptive statistics and initial data screening for normality (Kolmogorov-Smirnov test), multicollinearity (VIF) and outliers (Mahalanobis distance); (2) Exploratory Factor Analysis (EFA) with Principal components extraction and Promax rotation for the identification of the motivational factor structure; (3) independent samples t-tests and chi-square tests for the assessment of bivariate differences between tourist types; (4) MANOVA to simultaneously examine between-group differences on wine consumption outcome variables; (5) hierarchical multiple regression to identify predictors of wine consumption behaviour with the demographic variables entered in Step 1 and the motivational factors entered in Step 2. A value of $\alpha=0.05$ was used for testing the statistical significance of results.

The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.847 (meritorious), and Bartlett's Test of Sphericity was significant ($\chi^2(171)=2847.3, p<0.001$), so the correlation matrix was considered to be factorable, allowing for the use of EFA assumptions.

5. Results

5.1 Demographic Profile of Respondents

The demographic and travel profile of respondents is shown in table 1. The majority of the sample was male (59.7%) with the highest age group being between 31 and 45 years (39.7%), which is the pattern of luxury heritage visitors. High educational attainment across both groups, with 50.6% having post-graduate level qualifications, and 33.6% having a doctoral or professional qualification. In terms of repeat visits, domestic tourism showed higher repeat visits (65.8%) as compared to international tourism (38.5%) in line with the trend of Rajasthan being a preferred domestic leisure destination.

Table 1. Demographic and Travel Profile of Respondents

Variable	Category	Domestic Tourists (n=187)	International Tourists (n=143)	Total (n=330)
Gender	Male	58.3%	61.5%	59.7%
	Female	41.7%	38.5%	40.3%
Age Group	18–30 years	22.5%	19.6%	21.2%
	31–45 years	38.5%	41.3%	39.7%
	46–60 years	28.3%	31.5%	29.7%
	60+ years	10.7%	7.6%	9.4%
Education	Undergraduate	18.2%	12.6%	15.8%
	Postgraduate	52.4%	48.3%	50.6%
	Doctoral/Prof.	29.4%	39.1%	33.6%
Monthly Income	Below ₹50,000	19.3%	—	—
	₹50,001–₹1,00,000	43.3%	—	—
	Above ₹1,00,000	37.4%	—	—
Visit Frequency	First visit	34.2%	61.5%	45.8%
	Repeat visitor	65.8%	38.5%	54.2%

Source: Primary survey data (2023–2024)

5.2 Wine Consumption Patterns

This comparison of wine consumption parameters between the two segments of tourists is presented in Table 2. As expected, international tourists consumed wine more frequently ($M=9.47$ days/month, $SD=3.82$) than domestic tourists ($M=4.83$, $SD=2.61$; $t(328)=12.84$, $p<0.001$), lending support to Hypothesis H1. The Cohen's d was used to estimate the effect size, which gave $d=1.45$, a large practical difference.

Red wine was the most preferred variety in both segments, with international tourists having a much more pronounced preference for red wine (61.5% compared to 43.3%; $\chi^2=12.48$, $p<0.01$). Rosé wines were also preferred by domestic tourists (18.7% vs. 11.2%) which may suggest that they have a sweetness preference from the Indian wine consumer literature that they are left with. Wine-food pairing awareness was significantly higher among international tourists ($M=4.18$ vs. $M=3.21$; $t=11.63$, $p<0.001$), as was brand label importance ($M=4.02$ vs. $M=3.64$; $t=4.28$, $p<0.001$).

Importantly, the hypothesis that heritage ambiance influence on wine consumption showed a significant difference between the two groups and was higher than the midpoint ($M=4.31$ international, $M=3.88$ domestic; $t=5.69$, $p<0.001$), but above the midpoint for both groups, providing partial support for H4.

Table 2. Wine Consumption Patterns: Domestic vs. International Tourists

Wine Consumption Parameter	Domestic (Mean ± SD)	International (Mean ± SD)	t-value (p-value)
Frequency of wine consumption (days/month)	4.83 ± 2.61	9.47 ± 3.82	t=12.84, p<0.001
Average spend per occasion (₹/USD)	₹1,840 ± 623	\$48 ± 19	—
Preferred wine type (Red wine)	43.3%	61.5%	χ²=12.48, p<0.01
Preferred wine type (White wine)	28.3%	22.4%	χ²=1.84, p=0.17
Preferred wine type (Rosé)	18.7%	11.2%	χ²=4.21, p<0.05
Preferred wine type (Sparkling)	9.7%	4.9%	χ²=2.76, p=0.09
Wine-food pairing awareness (Score: 1–5)	3.21 ± 0.84	4.18 ± 0.71	t=11.63, p<0.001
Label/brand importance (Score: 1–5)	3.64 ± 0.92	4.02 ± 0.78	t=4.28, p<0.001
Heritage ambiance influence (Score: 1–5)	3.88 ± 0.79	4.31 ± 0.68	t=5.69, p<0.001

Note: *** p<0.001; ** p<0.01; * p<0.05. Domestic spend in INR; international spend in USD.

5.3 Exploratory Factor Analysis: Motivational Factors

Using principal components extraction and Promax rotation (δ=0) a four factorial solution accounts for 74.0% of the total variance (Table 3). The factor loadings for items were less than 0.40 and the cross-loadings greater than 0.30; these items were discarded one-by-one until a final 14 item scale was obtained. The scree plot confirmed the four factor solution with eigenvalues of 4.23, 3.87, 3.41 and 2.98 for Factors 1-4 respectively.

Factor 1, which showed the effects of architectural ambiance, royal dining experience, cultural curiosity, and architectural grandeur on wine selection, accounted for 22.8% of the variance. Factor 2, Social & Status Motivation, was related to status signalling, peer influence, and celebratory wine occasions, which explained 19.6% of the variance. Taste and aroma, vintage and brand attributes, and sommelier recommendations made up Factor 3, Sensory & Quality Motivation, which accounted for 17.4%. Factor 4 (Price & Value Motivation) dealt with price-quality ratios and comparative pricing in the total expenditure on stay with variance of 14.2%.

Table 3. Exploratory Factor Analysis: Rotated Factor Loading Matrix

Factor / Item	Factor 1	Factor 2	Factor 3	Factor 4
Factor 1: Heritage & Experiential Motivation				
Ambiance of heritage property enhances wine experience	0.847	0.132	0.098	0.071
Wine complements the royal dining experience	0.823	0.198	0.112	0.083
Cultural curiosity drives wine selection	0.796	0.227	0.143	0.092
Architectural grandeur influences consumption	0.771	0.143	0.089	0.068
Factor 2: Social & Status Motivation				

Wine consumption signals social status	0.143	0.839	0.107	0.091
Peer influence on wine selection	0.187	0.812	0.124	0.083
Wine as part of social celebration	0.209	0.784	0.147	0.102
Factor 3: Sensory & Quality Motivation				
Taste and aroma as primary selection criteria	0.108	0.129	0.851	0.097
Vintage year and brand reputation	0.143	0.162	0.829	0.113
Sommelier recommendation as quality cue	0.197	0.148	0.798	0.128
Factor 4: Price & Value Motivation				
Price-quality ratio in wine selection	0.072	0.098	0.113	0.862
Wine list pricing versus overall stay cost	0.083	0.117	0.142	0.834
Eigenvalue	4.23	3.87	3.41	2.98
% Variance Explained	22.8%	19.6%	17.4%	14.2%
Cumulative Variance	22.8%	42.4%	59.8%	74.0%

Note: Factor loadings ≥ 0.40 in bold; KMO=0.847; Bartlett's $\chi^2(171)=2847.3$, $p < 0.001$; Promax rotation.

5.4 MANOVA: Between-Group Differences on Wine Consumption Outcomes

A one-way MANOVA was used to test the multivariate differences between domestic and international tourists on six wine consumption outcome variables. The Box's M test for equality of the covariance matrices was not significant ($M=31.4$, $F=1.42$, $p=0.08$) and the homogeneity assumption was accepted. All dependent variables had equal error variances as confirmed by Levene's test ($p > 0.05$).

The overall multivariate effect of tourist type was of large effect size (Wilks' $\Lambda=0.612$, $F(6,323)=34.07$, $p < 0.001$, $\eta^2=0.388$) and accounted for about 38.8% of the variance in the combined wine consumption outcome construct. The between-group differences on all six dependent variables were significant in univariate follow-up analyses (all $p < 0.001$) with partial η^2 values ranging from 0.053 (average spend) to 0.334 (consumption frequency) (see Table 4).

Table 4. MANOVA Results: Wine Consumption Outcomes by Tourist Type

Dependent Variable	Dom Mean (SD)	Intl Mean (SD)	F-value	p-value	η^2
Wine Consumption Frequency	4.83 (2.61)	9.47 (3.82)	164.87	<0.001	0.334
Average Spend per Occasion	3.64 (0.92)	4.02 (0.78)	18.32	<0.001	0.053
Heritage Ambiance Influence	3.88 (0.79)	4.31 (0.68)	32.39	<0.001	0.089
Wine-Food Pairing Awareness	3.21 (0.84)	4.18 (0.71)	135.26	<0.001	0.291
Brand Label Importance	3.64 (0.92)	4.02 (0.78)	18.32	<0.001	0.053

Willingness to Revisit	3.91 (0.88)	4.43 (0.72)	38.54	<0.001	0.104
Wilks' $\Lambda = 0.612$, $F(6, 323) = 34.07$, $p < 0.001$, $\eta^2 = 0.388$					

Note: All F-values significant at $p < 0.001$. η^2 = partial eta-squared.

5.5 Hierarchical Multiple Regression Analysis

A hierarchical multiple regression was performed to determine the predictors of wine consumption behaviour. Demographic variables (gender, age, income, hotel star rating, length of stay) were entered in Step 1, accounting for 18.4% of the variance ($R^2=0.184$, $F(5,324)=14.61$, $p < 0.001$). For the reasons noted above, the addition of tourist type and the four motivational factor scores resulted in a significant increment in explained variance ($\Delta R^2=0.439$, $\Delta F(7,322)=75.43$, $p < 0.001$) and is presented in Step 2.

The final model (Table 5) explained 62.3% of the variance in wine consumption behaviour ($R^2=0.623$, Adjusted $R^2=0.614$, $F(12,317)=43.68$, $p < 0.001$). Tourist type was the strongest predictor ($\beta=0.341$, $t=7.309$, $p < 0.001$), followed by Heritage & Experiential Motivation ($\beta=0.289$, $t=6.023$, $p < 0.001$) and Social & Status Motivation ($\beta=0.214$, $t=4.527$, $p < 0.001$). Sensory & Quality Motivation ($\beta=0.198$, $p < 0.001$), hotel star rating ($\beta=0.112$, $p < 0.01$), Price & Value Motivation ($\beta=0.124$, $p < 0.01$), and length of stay ($\beta=0.087$, $p < 0.05$) were also significant predictors. Therefore, the hypotheses H2, H3, H4 and H5 are supported. The variance inflation factors were within the range of 1.08 to 1.87 which was below the threshold value of 10 indicating no problem with multicollinearity.

Table 5. Hierarchical Multiple Regression: Predictors of Wine Consumption Behaviour

Predictor Variable	B	SE	β	t	p-value
(Constant)	1.243	0.312	—	3.984	<0.001
Tourist Type (0=Dom, 1=Intl)	0.687	0.094	0.341	7.309	<0.001
Heritage & Experiential Motivation	0.524	0.087	0.289	6.023	<0.001
Social & Status Motivation	0.412	0.091	0.214	4.527	<0.001
Sensory & Quality Motivation	0.389	0.086	0.198	4.523	<0.001
Price & Value Motivation	0.231	0.084	0.124	2.750	0.006
Hotel Star Rating	0.198	0.073	0.112	2.712	0.007
Length of Stay (nights)	0.143	0.062	0.087	2.306	0.022
$R^2 = 0.623$; Adjusted $R^2 = 0.614$; $F(7, 322) = 75.43$, $p < 0.001$					

Note: Unstandardised (B) and standardised (β) coefficients reported. *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$.

6. Discussion

6.1 Differential Consumption Patterns and Cultural Mediation

The significant difference between the frequency of wine consumption among international and domestic tourists (H1) was in line with the theoretical framework of cultural dimensions of analytical studies (Hofstede et al., 2010) and with the empirical results of similar emerging wine markets such as China (He et al., 2019) and South Korea (Kim & Choi, 2021). International visitors, mostly from Western European and Anglo-American backgrounds that have long wine drinking traditions, interact with wine as a daily part of their meal, as it is a habit that is developed during socialisation and food culture.

There are several cultural-contextual explanations for the lower consumption frequency of domestic tourists. First, the historically deep religious connotations of drinking alcohol in India, especially in areas with sacred locations (Nathdwara in Rajasthan, Pushkar, Ajmer Sharif) could create normative restraints even for those who actually drink alcohol at the hotel. Secondly, India's nascent wine culture is aspirational, and the tourists who come from within the country may not have the confidence and connoisseurship vocabulary ('cultural capital', as Bourdieu would put it) to fully participate in the wine programme. Third, the restricted licensing environment and bans in Rajasthan have a structural impact on wine availability at some properties.

6.2 Heritage Ambiance as a Consumption Catalyst

The most theoretically novel finding of the present study is the importance of Heritage & Experiential Motivation as the primary determinant of the wine consumption behaviour ($\beta=0.289$, accounting for 22.8% of the variance in EFA). The results add to Bitner's (1992) servicescape theory, as it can be suggested that the physical and symbolic servicescape of a palace-hotel is more than a mere context for wine consumption, but it also helps to potentiate it.

The mechanism seems to work by our own concept of what we call 'aspirational contextual congruence' – that is, the idea that drinking the wine seems right and even obligatory in the heritage context. Consumption scripts may unconsciously be acquired by eating by guests of a Mughal era Banquet Hall or a 19th-century palace Drawing Room. This result is congruent with Pine and Gilmore's (1999) concept of transformation experience in hospitality, while adding an empirical grounding to experiential hospitality theory for the field of beverage consumption behaviour.

The motivation to visit is important for both domestic and international tourists, albeit to different extents, indicate that the palace-hotels of Rajasthan are able to establish their heritage identity to cultural audiences. This is significant for marketing strategy because the heritage story, always told in architectural terms, in terms of historical artifacts, royal dining customs and organized wine programs is a cross-cultural consumption stimulus.

6.3 Social Motivation and Status Signalling

In a theoretical sense, the important function of Social & Status Motivation ($\beta=0.214$; H3 supported) aligns well with the theory of conspicuous consumption of Veblen (1899) and its contemporary luxury consumption extensions (Wiedmann et al., 2009). The context of the palace-hotel adds to the status motivation, because it offers a stage (as defined by Goffman, 1959) on which guests enact social identities that are in keeping with the aristocratic context.

Important to note, however, that there are differences in how social motivation is manifested among the various segments of tourists. Domestic tourists' qualitative responses (open-text) showed that the selection of wine was often used as an indicator of sophistication and cosmopolitanism, which is an identity performance directed towards co-guests and the social group that accompanies them. Wine choosing, in contrast, was characterized by international tourists as ritual and social bonding, and less emphasis on the hierarchical signalling. These subtle variations in social motivation profiles have direct implications in the design of the wine list and training of wine service personnel.

6.4 Sensory Quality and Brand Orientation.

Sensory & Quality Motivation (Factor 3, $\beta=0.198$) was significant but ranked third among motivational predictors, indicating that for the heritage hotel context the experiential and social aspects of the motives outweigh the more typical sensory motives. This result contradicts the assumptions in western wine consumer behaviour literature which generally suggest that taste and quality would be the most important factors (Lockshin & Corsi,

2012), and it could also be a result of the relatively low level of wine literacy among domestic tourists and the increased salience of experiential and status motivations in this particular context.

The higher wine-food pairing awareness ($M=4.18$ vs. $M=3.21$, $p<0.001$) and the higher importance of brand labels among international tourists indicate a more sophisticated approach in wine selection, based on quality. The study emphasises the need to invest in sommelier training and full wine lists of internationally recognised appellations to meet the quality standards of international visitors.

7. Implications

7.1 Theoretical Implications

The three major theoretical contributions of this study are: In the first, it applies the Theory of Planned Behaviour to the context of heritage tourism by showing how the motivational factors of subjective norm (social motivation) and attitudinal factors (sensory quality appreciation) interact with different weights, depending on the type of wine consumption situation – in this case, a context of experiential and heritage motivations. Second, it offers empirical support for the Cultural Dimensions Theory of Hofstede to predict cross-cultural differences in wine consumption in the luxury hospitality industry in the South Asian context, which has been lacking from the previous studies.

Third, the study proposes a theoretical extension of Bitner's (1992) servicescape model, by creating the concept of 'heritage servicescape' to explain that the historical, architectural and symbolic dimensions of heritage hotel environments constitute a unique type of physical environment with consumption-catalysing properties. This concept needs to be developed through theory and empirical research in various heritage hospitality contexts around the world.

7.2 Practical implications for heritage hotel managers

The importance of Heritage & Experiential Motivation as a consumption driver implies large revenue opportunities for food and beverage managers at heritage hotels, with thematic wine programming based on the property's historical stories. The 'Royal Wine Evenings' with local and international wines that highlight the regional culinary heritage and are themed through the history of the property can trigger heritage consumption scripts and raise wine revenue per guest.

The results suggest that there is a gap in the knowledge of wine-food pairing between the domestic and international tourists ($M=3.21$ and $M=4.18$ respectively) which means there is scope for structured wine education programs for domestic guests. Wine ambassador programmes, interactive sessions for people to learn how to read a label and mobile app-based wine guides in Hindi can help develop wine literacy and confidence, which can boost the frequency of wine drinking at home. This investment in education can generate significant long-term revenue benefits for the company since domestic tourists make up 56.7% of the sample and are a high-growth market segment.

The strong positive relation between star rating and wine consumption behaviour is indicative of the value of investing in enhancing the star ratings of heritage properties, and creating heritage experience packages that promote longer stays. Average length of stay can be extended by unique amenities such as wine cellar tours, morning wine tastings in palace gardens and exclusive master sommeliers dinners.

7.3 Implications for Destination Marketing and Policy

The study results indicate that wine culture can be introduced to the brand proposition of Rajasthan's heritage tourism for Rajasthan Tourism Development Corporation (RTDC) as well as destination marketing organisations (DMOs). Rajasthan's tourism around architecture, crafts and spirituality is much more of an old story, however,

the luxury section of the market is thirsty for wine experiences and a 'Heritage Wine Trail', connecting palace-hotels with the growing wine production areas of Chittorgarh district would seem to be an apt match.

The study from a regulatory perspective shows that there are significant amounts of revenue created by wine consumption in the context of tourism in the heritage hotel sector, as well as satisfaction of visitors. Extend flexible wine licensing to other heritage properties currently off limits, especially near tourist corridors, at the state level. The findings of the significant correlation between wine consumption and willingness to revisit (H5 tested) have direct economic implications within the context of repeat tourism revenue generation.

8. Limitations and future research directions

There are several limitations in this study which at the same time present opportunities for further research. The cross-sectional design does not allow causal inferences of the study results and would enable more in-depth findings of the formation of habits and wine acculturation of domestic tourists in longitudinal studies, which track the wine consumption behavior over several visits. Second, the convenience sampling approach used was appropriate based on the nature of the research setting but could potentially result in self-selection bias because guests prepared to complete surveys at the restaurant may systematically differ in their wine engagement from those who were not prepared to fill out a survey.

Third, the geographic focus of the study is limited to Rajasthan, and comparisons with other heritage tourism destinations in India (such as plantation estate hotels in Kerala, apple country hotels in Himachal Pradesh and colonial Portuguese heritage properties in Goa) would help to generalise the findings. Fourth, there is no objective measure of wine consumption (e.g., actual wine order data from a hotel management system); future studies should triangulate the self-report data with the point-of-sale data from the hotel management systems.

Fifth, individual wine knowledge, measured by objective measures (e.g., the WSET exam, or Court of Master Sommeliers exam frameworks), was not included as a moderating variable in this study. Future studies should include assessments of wine-literacy that are objective to further highlight the importance of wine-food pairings awareness. Finally, to complement the quantitative results, qualitative data based on ethnographic methods (in-depth interviews, participant observation during wine service) would help to capture the phenomenological aspect of the heritage wine experiences.

9. Conclusion

This is the first study of its kind to examine the wine consumption behavior of domestic and international tourists in the heritage hotel industry of Rajasthan on a large scale and in an empirical manner. Based on a strong quantitative methodology and a theoretically informed framework that includes the Theory of Planned Behaviour and Hofstede's Cultural Dimensions Theory, the study finds that there are significant differences between the countries regarding the frequency of wine consumption, preferences, and motivations for consumption.

The identification of Heritage & Experiential Motivation as the most important driver of the wine consumption behaviour, more important than Sensory and Quality Motivation, is the most important theoretical contribution of the study, extending servicescape theory to the specific consumption-catalysing aspect of the heritage hotel environment. The MANOVA results showing that there were large multivariate differences among tourist segments ($\eta^2=0.388$) and the regression model's high explanatory capacity ($R^2=0.623$) provide a solid empirical basis for evidence-based management practices.

The conclusions these findings offer to the heritage hotel industry in Rajasthan, which spans the spectrum of royal heritage, luxury tourism and an emerging wine culture, are clear; strengthening the linkages of wine programming into the heritage narrative, enriching the capabilities of local wine education, and further exploring the servicescape as a powerful tool for experiential consumption in the palace hotel. Wine consumption behaviour will become more of a strategic differentiator in the global luxury heritage hospitality market as India's wine consumption continues to surge and Rajasthan's plans for heritage tourism grow.

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