

# CONSUMER BEHAVIOR IN THE CONTEXT OF WINE TOURISM

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## **Abstract**

Wine industry and wine tourism are on the rise. In some regions of the Czech Republic income from these activities can generate more incomes for municipal budgets. Not only because of the fact that they are contributing to region development and are making the region more attractive for bigger investors and entrepreneurs who offers new working opportunities but also because new forms of tourism connected to the wine industry are developing. The aim of this paper is to confirm if there is a significant dependence between the consumers' preference of local producers and their relation to the wine tourism. This relation was confirmed by using the Spearman's coefficient figured out on the base of gathered data. It means that the respondents were influenced by the the purchase at local producer winery to take part on the wine tourism activity.

*Keywords: tourism, wine tourism, consumer behaviour, country of origin effect*

## **1 INTRODUCTION**

Tourism has become in recent decades an important economic activity with a positive impact on economic development and employment because of its cumulated development potential (multiplier effects). It is linked with a number of other industries and sectors - eg. accommodation, hospitality, transportation or construction. In recent years, tourism has also become an inseparable part of the lifestyles of many people. This is evidenced by the fact that tourism has recorded positive numbers in the number of incoming tourists since 2010 (Lejsek, 2013). Alongside traditional tourists on vacation (they stay outside their place of habitual residence longer than 3 nights) (Ryglová, Burian & Vajčnerová, 2011) are more often so called short-term tourists who spend at final destination less than 3 nights. The reason of their visit may be relaxing stays in the form of visits in spas and wellness centres, hiking in the form of hiking or increasingly popular so called adventure tourism or agritourism which are part of the rural tourism (Ramu & Kathleen, 2014). Generally, tourists lately tend to shorter trips closer to his home (Lejsek, 2013).

## **2 WINE TOURISM**

Among the current trends in tourism are also gastronomical experiences and their associated activities. Generally, this kind of tourism is described as a culinary tourism which is becoming increasingly popular and sought. According to the research of Gourmet Magazine and Travel Association of America 17 % of travelers were reported to the culinary tourism in 2006 (Kotíková, 2013). Discovering regional cuisine is also closely associated with the winery since gastronomical experiences is very often accompanied with food and wine pairings. This of course brings synergistic effects for the whole region because tourism development helps to improve economic growth in the region (do Paco, Alves & Nunes, 2012). One of the positive effects can be seen particular growth in sales in the wineries located in the region or even creating new trade and business opportunities (Lopez-Guzman, Rodríguez-García, Sánchez-Cañizares & Luján-García, 2011; Zielinska, 2009).

As follows from the previous text, tourism is one of the important and growing part of the wine industry and on the contrary winery is one component of tourism, namely internationally (Leighann & Judith, 2014). So called „wine tourism“ is defined as “a

visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivation factors for visitors“ (Hall, Sharples, Cambourne & Macionis, 2002).

The basic definition of wine tourism is mentioned above. This definition, however, can be also supplemented by the claim that the visit of wine-growing region is not necessarily the primary motivator. Leighann & Judith (2014) states that a visit to the winery is just one of the activities that the tourists included in the entire set of activities realized in the region. Wine tourism in this context is part of a package of activities which include also exploring the cultural, historical attractions and other leisure activities.

### **3 COUNTRY OF ORIGIN EFFECT IT THE CONTEXT OF CONSUMER BEHAVIOUR**

At the present time a remarkable effort may be traced to homogenize markets. Consequently, companies can save costs, which, otherwise, such companies would have to spend to adjust marketing mix to foreign markets. Simultaneously, a second aspect is demonstrated - i.e., fostering of national pride of both companies and consumers.

#### **3.1 Country of origin effect**

Above mentioned phenomena are accompanied with an elimination of barriers to entry into other (foreign) markets; consequently, companies can use such markets as places, where their production could be moved. I.e., other savings could be achieved, e.g., cheaper labour force, lower material costs etc. Nevertheless, in connection with such movement companies are under the influence of country of origin effect (COO effect), (Chu, Chang, Chen & Wang, 2008) not necessarily only in foreign markets. COO effect may influence competitiveness of producers in their local markets.

The country of origin effect is demonstrated by differing evaluations of the identical product by consumers of various nationalities (Agrawal & Kamakura, 1999; Štrach, 2009). Products are exposed to the influence of said effect and consumer might be interested to know in which country a particular product, which he/she has already bought or would like to buy (Chu, Chang, Chen & Wang, 2008; Zeugner-Roth, Diamantopoulos & Montesinos, 2008; Kunczik, 1997) has been produced.

#### **3.2 Consumer behaviour**

If we talk about the country of origin effect it is necessary to mention other terms which are in connection with influence of the national aspects on consumer behaviour. Consumer purchase decision is affected not only by the national image (in the form of COO effect) but also by the level of consumer ethnocentrism or consumer patriotism. These two terms will be explained in the following text.

##### **Consumer Ethnocentrism**

The rate of ethnocentrism of consumer plays an important role in connection with the enforcement of domestic products in foreign markets. The more ethnocentric consumer is, the more significant is the effect of country of origin as regards the evaluation of particular product, intention to purchase particular product and willingness to purchase foreign products (Světlík, 2011; Štrach, 2009). The rate may be reflected in the trust of consumer and his/her attitudes to the country, which such product comes from (Kunczik, 1997) and the awareness of foreign product can be both, negatively or positively, influenced. Marketers should try to influence either positive or negative attitudes of consumers to products coming from

particular country via appeal to their positive ethnocentric attitudes – e.g., giving preference to local production as having better quality, being healthier, more valuable, enabling employment of local inhabitants and, consequently, supporting employment rate in the region and country and facilitating development of national industry (Štrach, 2009).

#### Consumer Patriotism

Patriotisms, in the original meaning of the word, meant loyalty to church (MacNabb). Consumer patriotism is linked with the expression of love and support to own nation. Concepts of consumer patriotism and ethnocentrism match in this point. Nevertheless, fundamental difference is reflected in relation of consumers to other nations.

If – in case of ethnocentrism – consumer prefers local production and in a way underestimates foreign production, in case of patriotism in spite of the fact that consumer expresses his/her solidarity with the country in which he/she lives, such fact does not negatively influence his/her attitude to foreign products at any price. However, the fact should be highlighted that mutual relation of such phenomena, though they complement each other, depend on cultural environment and differs in various countries (Vassella, Fountain & Fountain, 2010).

## **4 CONSUMER BEHAVIOUR IN THE CONTEXT OF WINE TOURISM**

Consumers are influenced by many circumstances when choosing wine. The consumer usually makes the choice on the basis of three aspects: brand, country of origin and price in relation to the quality, suitability and use in different situations (Heslop, Cray & Armenakyan, 2010). According to the conducted surveys there are some other factors which mostly influence customers in the selection of wine, e.g. in particular the kind and type of wine, the variety and the consumer's experience. As an example of country of origin effect can be mentioned Czech consumers who clearly prefer wine from South Moravia or as the case may be, from Bohemia (Veselá & Zich, 2015). Only less than a third of consumers prefer wines produced in other countries (Vinařský fond, 2012).

According to Govindasamy & Kelley (2014), tourists visiting destinations within the conception of agritourism tend to attend events which have wine tasting as their primary aim. The prevailing number of respondents in this tourist category thinks that the offer of wine varieties is better with the winemaker than in the supermarket, and considers the price of winemakers more favourable than the price in supermarkets.

The question is whether there is a direct interaction between wine tourism and decision making in the selection of wine with regard to the country (region) of origin. The research of Famularo, Bruwer & Li (2010) and McCutcheon, Bruwer & Li (2009) suggests that the region of origin is a relevant factor influencing the buying decision in the process of wine purchase. There were also revealed some important relationships between the region of origin as an aspect affecting the buying decision and various reasons why people visit wine-growing regions. These relationships were measured using Pearson product-moment correlation coefficient; the first examined element is always the region of origin as an aspect affecting the buying decision and the second one is the reason why people visit the wine-growing region. The correlations are as follows:

- Medium to strong correlation with obtaining knowledge about wine (0.498);
- Medium to strong correlation with wine tourism and obtaining knowledge about production of wine (0.439);

- Medium to strong correlation with wine tasting in winemakers' cellars (0.433);
- Medium to strong correlation with wine purchase in winemakers' cellars (0.411).

Above mentioned findings stress that the visit to a wine-growing region may lead to greater interest in wine. The fact that the tourist can taste and buy wine directly at the producer shall influence him/her during the next purchase of wine.

However, in case the tourists visit the wine region for the purpose of relaxation or sports, mutual interaction with the inclusion of the region of origin into the buying decision is represented by a relatively weak, negative correlation.

In conclusion we must not omit the fact that women put more weight on the region of origin as a factor influencing the buying decision than men (McCutcheon et al., 2009).

#### 4.1 Research methodology

Following statistical methods were used for statistical description of the respondents' sample—modus, median, Spearman's rank correlation coefficient and box plot graph.

Modus is the most frequently occurring value in the analyzed file (Walker, 2013).

Median is the value that divides the data into two equal parts (the number of values smaller or equally large as the median is the same as the number of values greater than or equally large as the median). The median is insensitive to extreme values (Chráska, 2007).

The Pearson product-moment correlation coefficient ( $r$ ) is a linear correlation necessary to find the degree of the association of two sets of variables,  $X$  and  $Y$  (Paler-Calmorin & Calmorin, 1997). For this coefficient applies  $-1 \leq r \leq 1$ . The more it is closer to 1, the stronger serial correlation is between variables  $X$  and  $Y$ , the closer it is to  $-1$ , the stronger indirect offsets dependence is between variables  $X$  and  $Y$ . Calculation formula for this coefficient is (Evangelu & Neubauer, 2014):

$$r_{xy} = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}}$$

Within the statistical processing was used box plot graph. The definition is: “A simple way of representing statistical data on a plot in which a rectangle is drawn to represent the second and third quartiles, usually with a vertical line inside to indicate the median value. The lower and upper quartiles are shown as horizontal lines either side of the rectangle.” (Oxford Dictionaries, c2016)

#### 4.2 Geodemographics of respondents

Table 1 provides the geodemographical characteristics of respondents who were part of the research. For purposes of this research the stratified sampling was used, more precisely the quota sampling. The research was held during March and April 2015.

As can be seen the sample was constructed to represent the whole Czech Republic statistics. There is great distribution of gender and region of origin in the sample. Only one category of age (26–37) was over-represented. This category is considered as a category which is one of the most interesting for wine producers. According to the research held by The Vinařský fond (2012) wine consumers included in that category are called as “Helpful” – it means that they are willing to buy a bottle of wine and they are also easily persuadable in their purchase decision.

Table 11 Respondents geodemographic contrasted with Czech over 18 year-old population. Source: Own results and ČSÚ

Category	Sample (%)	Population (%)
Gender		
Male	45	49
Female	55	51
Region of origin		
Prague	13	12
Central Bohemian	13	12
South Bohemian	4	6
Pilsen	5	5
Karlovarský	2	3
Usti	6	8
Liberec	4	4
Hradec Kralove	6	5
Pardubice	5	5
Vysocina	7	5
South Moravian	12	11
Olomouc	6	6

Moravian-Silesian	10	12
Zlin	7	6
Age (years)		
18–25	18	11
26–37	44	22
38–50	21	23
51–69	14	30
70 and more	3	14

### 4.3 Wine consumption relation to the tourism

In line with overall objective of the article, the hypothesis to be tested is:

H0: Consumers who buy wine by the local producers more often link the wine purchase with the wine tourism

The respondents were asked how their relation to the wine consumption is. Table 2 shows that almost 60 % of respondents drink wine at least once a week. These people can be described as experienced wine consumers who are looking for more quality, are more finical when buying a wine and they are also more willing to pay more money for it. According to their responses in consumption they prefer white wine (68 %) rather than red wine (21 %) or rosé wine (11 %).

In the research respondents also had to point out on a five point Lickert scale (1 – least affected, 5 most affected) if they are influenced by the country of origin of the wine, in this case if they are influenced by the fact that the wine was produced in the Czech Republic. The mean points according to figure 1 tend to positive influence (mean 3.9 points; modus 4; standard deviation 1.233) and what is more they also prefer local wine producers (mean 3.7; modus 4; standard deviation 1.215). And to complement the information more than 75 % of white wine drinkers, almost 70 % of red wine drinkers and about 67 % of rosé wine drinkers are positively inclined to the consumption of Czech wines.

Table 12 Respondents relation to the wine consumption. Source: Own results

“Your relation to the wine consumption”	Response (%)
Do not drink wine, only shop	5

Drink wine occasionally (max 1 times a month)	38
Drink wine sometimes (max once a week)	34
Drink wine often (more than three times a week)	19
Drink wine daily	4

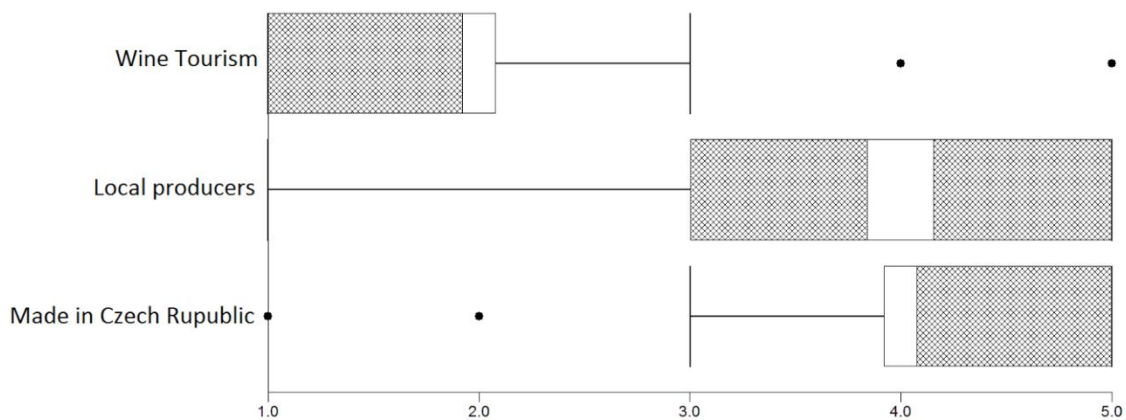


Figure 12 – Responses – link to wine tourism, preference of local producers, influence by the country of origin.  
Source: Own results

To prove if there is a significant dependence between the fact that people are interested in wine tourism and that they are buying wine from the local producers. On the base of Table 3 Pearson's product-moment correlation coefficient was figured out to find out if there is a dependence of wine consumption in relation to wine tourism and preference of local producers. Pearson's product-moment correlation coefficient for this relation is 0.212 what means that there is a weak dependence between above mentioned factors.

To confirm or reject the hypothesis' authors used p-value 0.00002298. The Alfa value is greater it means that there is a significant dependence, this dependence is confirmed at 99.9977 % and also the hypothesis H0 is confirmed.

Table 13 Relation between wine consumption connected to tourism and preference of local wine producers.  
Source: Own results

Preference of local wine producers	5*	4*	3*	2*	1*	Total
Wine consumption connected to tourism						

Cannot judge	3.23%	0.00%	0.00%	19.35%	77.42%	100.00%
Rather yes	7.30%	9.49%	1.46%	44.53%	37.23%	100.00%
Rather no	4.88%	7.32%	0.00%	40.24%	47.56%	100.00%
Definitely yes	10.85%	18.60%	0.78%	38.76%	31.01%	100.00%
Definitely no	0.00%	0.00%	0.00%	53.85%	46.15%	100.00%
Total	7.40%	10.97%	0.77%	40.05%	40.82%	100.00%

\*numbers in columns represent the local wine products influence on purchase decision: 1 less influenced, 5 most influenced

## 5 CONCLUSION

Presented paper is focused on possible influence of consumer behavior by choosing and buying wine on wine tourism. Wine tourism has become an important economic activity with a positive impact on economic development and employment because it encourages sustainable economic growth of smaller regions through the tourism development and primarily, in the wine areas where the wine tourism is connected to the main product of agricultural production that is declining.

To describe the influence between consumer behavior and wine tourism research was conducted. The research sample corresponds almost in all geodemographical categories to the Czech population. Only one category of age (26–37) was over-represented. This category is considered as a category which is one of the most interesting for wine producers.

There was stated the hypothesis: H0: Consumers who buy wine by the local producers more often link the wine purchase with the wine tourism.

Typical Czech wine consumer can be described as person who drinks wine at least once a week, is well experienced, is looking for more quality, is more finical when buying a wine and he/she is also more willing to pay more money for it. This consumer prefers mostly white wines rather than red wine or rosé wine. Czech wine consumers are also influenced by country of origin and origin from local producers.

To prove if there is a significant dependence between the fact that people are interested in wine tourism and that they are buying wine from the local producers was used Pearson's product-moment correlation coefficient. The value 0.212 shows significant dependence between above mentioned factors. Hypothesis H0 can be considered as confirmed.

Similar results came from surveys conducted by Famularo, Brewer & Li (2010) and McCutcheon, Bruwer & Li (2009) which showed a strong association between the wine-growing region and purchasing wine, which influences consumer behavior. This fact could be important for local producers because when tourists attend wine tourism activities in their



region there is higher probability they are willing to buy products right there. The advance for consumers is that they can taste the wine right during the wine tourism programmes and then they buy known brand.

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DOI: <https://www.doi.org/10.7441/dokbat.2016.27>