

# **Dealcoholised wine: Motivations, preferences and perceptions of South African Generation Y consumers**

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## ABSTRACT

Alcohol plays a major role in the daily lives of millions of consumers around the world. It has played a central role throughout the development of humankind and has become one of the most widely produced and consumed substances in the world, with deep social and cultural roots. However, a growth in interest for low and non-alcoholic beverage alternatives has become apparent, believed to be credited to a shift towards health-consciousness and a greater focus on wellness and mental well-being, particularly by Generation Y consumers. Despite the growing interest in the low and non-alcoholic beverage industry, certain products, such as dealcoholised wine, have not seen comparative success compared with other products within this category such as light and alcohol-free beer. In addition, several potential challenges have been identified that may prevent the wider acceptance and growth for low and non-alcoholic beverage products. These potential challenges are believed to be attributed to poor taste, a lack of awareness, a lack of availability, a lack of appeal to male consumers and a general stigma attached to not drinking alcohol. Therefore, there was a need to investigate what motivates Generation Y consumers to purchase dealcoholised wine and the preferences and perceptions that they have about dealcoholised wine.

For this study, a two-phased research approach was taken, involving a main quantitative phase, preceded by a qualitative phase. A focus group was conducted to confirm and refine items and assisted in developing a self-administered, non-interactive questionnaire that was used in the quantitative phase of the study. A sample of 626 South African Generation Y male and female dealcoholised wine consumers was obtained through judgement sampling.

“Taste”, “price” and “I have tried it before” were identified as the most important considerations for respondents of the realised sample when purchasing dealcoholised wine, with “taste” being significantly more important and different compared to other attributes. Overall, the sample seem to be motivated to purchase dealcoholised wine predominantly for reasons such as “to avoid drinking and driving”, “I like the taste”, “to reduce my alcohol intake” and “to avoid getting drunk”, which are mainly functional in nature. In terms of motives not to purchase dealcoholised wine, respondents of the total realised sample were seemingly most bothered by “limited availability”, “it is difficult to find”, “lower quality than regular wine” and “I dislike the taste”. Lastly, the sample perceive dealcoholised wine as a healthier, but more expensive alternative to

wine. A number of differences were found when comparing the motives, preferences and perceptions of South African Generation Y male and female consumers.

This pioneering study contributes to the limited existing knowledge in the field of low and non-alcoholic beverages, from a marketing and consumer behaviour perspective. Furthermore, the study provides insights into overcoming existing potential challenges to the wider acceptance of low and non-alcoholic beverages such as dealcoholised wine.

**Keywords:** alcohol, non-alcoholic, dealcoholised wine, motives, preferences, perceptions, Generation Y, South Africa.

## OPSOMMING

Alkohol speel 'n groot rol in die daaglikse lewe van miljoene verbruikers oor die wêreld heen. Dit het 'n sentrale rol gespeel in die ontwikkeling van die mens en het een van die mees algemeen geproduseerde en verbruikte substansies in die wêreld geword, met diep sosiale en kulturele wortels. 'n Groeiende belangstelling in lae en nie-alkoholiese drankies is vermoedelik te danke aan 'n beweging na gesondheidsbewustheid en 'n groter fokus op fisiese en geestelike welstand, veral onder verbruikers in Generasie Y. Ten spyte van die toename in belangstelling in die lae en alkohol-vrye drankbedryf, het sekere produkte, soos alkoholvrye wyn, nie vergelykbare sukses ervaar nie in vergelyking met ander produkte in hierdie kategorie soos ligte en alkoholvrye bier. Boonop is verskeie hindernisse geïdentifiseer wat wyer aanvaarding en groei van lae en nie-alkoholiese drankprodukte verhoed. Hierdie hindernisse word toegeskryf aan onbevredigende smaak, 'n gebrek aan bewustheid, 'n gebrek aan beskikbaarheid, 'n gebrek aan aantrekkingskrag vir manlike verbruikers en 'n algemene stigma verbonde daaraan om nie alkohol te drink nie. 'n Behoefte is dus geïdentifiseer om te ondersoek wat Generasie Y verbruikers motiveer om alkoholvrye wyn te koop en die voorkeure en persepsies wat hulle het oor alkoholvrye wyn.

Vir hierdie studie is 'n Twee-fase benadering gebruik wat insluit 'n hoof- kwantitatiewe fase, voorafgegaan deur 'n kwalitatiewe fase. 'n Fokusgroep is gehou ten einde items te bevestig en te verfyn wat gehelp het om 'n self-gedadministreerde, nie-interaktiewe vraelys te ontwikkel wat gebruik is in die kwantitatiewe fase van die studie. 'n monster van 626 Suid-Afrikaanse Generasie Y manlike en vroulike verbruikers van alkoholvrye wyn is verkry deur oordeel-monsters.

“Smaak”, “prys” en “ek het dit al voorheen probeer” is geïdentifiseer as die belangrikste oorweging vir die lede van die monster-groep wanneer alkoholvrye wyne gekoop is, met “smaak” wat aansienlik belangriker en anders was in vergelyking met ander eienskappe. Algeheel lyk dit asof die lede van die monster-groep gemotiveer was om alkoholvrye wyn te koop hoofsaaklik vir redes soos “om drink en bestuur te vermy”, “ek hou van die smaak”, “om my alkohol-inname te verminder” en “om dronkenskap te vermy”, wat hoofsaaklik funksioneel van natuur is. In terme van motiewe om nie alkoholvrye wyn te koop nie, was respondente van die totaal gerealiseerde monster groep skynbaar veral gepla deur “beperkte beskikbaarheid”, “dit is moeilik om te vind”,

“laer kwaliteit as gewone wyn” en “ek hou nie van die smaak nie”. Laastens het die respondente alkoholvrye wyn gesien as ’n gesonder, maar duurder alternatief vir wyn. ’n Aantal verskille is gevind wanneer die motiewe, voorkeure en persepsies van Suid-Afrikaanse Generasie Y manlike en vroulike verbruikers vergelyk is.

Hierdie baanbreker-studie dra by tot die beperkte bestaande kennis in die veld van lae en nie-alkoholiese drankies, vanuit ’n bemarking- en verbruikers-perspektief. Die studie verskaf verdere insigte verkry in die oorkoming van bestaande hindernisse tot wyer aanvaarding van lae en nie-alkoholiese drankies soos alkoholvrye wyn.

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## CHAPTER 1

### BACKGROUND TO THE STUDY

#### 1.1 INTRODUCTION

“The greatest wealth is health”, as foretold by the Roman poet Virgil 2 000 years ago.

Alcohol has been produced and consumed for thousands of years. From the times of the first intentional fermentation roughly 9 000 years ago to the first major breweries built by ancient Egyptians, alcohol has been part of the lives and development of humanity (Hanson, 1995; Plank & West, 2017).

In more recent years, however, considerable attention has been given to alcohol alternatives worldwide. The low and non-alcoholic industry has seen significant growth with the rise of the so-called mindful drinking trend. It is speculated that the demand for lower and alcohol-free alternatives can be attributed to a shift towards health-consciousness. There is a greater focus on wellness and mental well-being, particularly by the Generation Y consumer group (Chrysochou, 2014; O’Brien, 2019). Generation Y, also referred to as Millennials, refers to a group of consumers born between 1980 and 2000 (Nielsen, 2015; Pelet & Lecat, 2014).

Despite the rapid growth experienced by the low and non-alcoholic industry, several potential challenges to wider acceptance have been identified. Studies suggest some of the potential challenges causing resistance towards low and non-alcoholic beverages are perceived poor taste and quality, a stigma towards not drinking, and a lack of awareness and availability (Bruwer, Jiranek, Halstead & Saliba, 2014; Bucher, Deroover & Stockley, 2018; Chan, Adzahan, Karim, Karim, Lasekan & Regenstein, 2012; Chrysochou, 2014; Distill Ventures, 2018; Silva, Jager, Van Bommel, Van Zyl, Voss, Hogg, Pintado & De Graaf, 2016). Although some low and non-alcoholic beverage types such as light and alcohol-free beer have already achieved commercial success, dealcoholised wine has received little academic and commercial attention. Limited research exists, especially about consumers’ motives to purchase dealcoholised wine, as well as their preferences and perceptions that they hold.

Therefore, this study set out to gain much needed insight into how Generation Y consumers behave regarding dealcoholised wine in terms of motives, preferences and perceptions in a South African context. As a result, beverage producers as well as marketers of dealcoholised wine should be able to design better products and promotional strategies to meet the needs of promising consumer groups such as Generation Y consumers.

## **1.2 BACKGROUND**

Before formulating the problem statement, some background information on the history of alcohol, the rise of the low and non-alcoholic beverage market and the potential challenges causing resistance will be provided. Generation Y consumers, their decision-making process, motives, preferences and perceptions will be briefly examined, to provide background and context to the study.

### **1.2.1 History of alcohol**

Alcohol is “a colourless volatile flammable liquid which is produced by the natural fermentation of sugars and is the intoxicating constituent of wine, beer, spirits, and other drinks” (Lexico Dictionary, 2020), and has become one of the most widely produced and consumed substances on earth (Plank & West, 2017). Consuming fermented fruits is believed to have begun with the emergence of Homo sapiens around the year 200 000 BC (Curry, 2017). Humans began to intentionally ferment fruits and produce alcohol approximately 9 000 years ago. Residue of an alcoholic beverage was discovered in Jiahu, China, suggesting the first deliberate fermentation occurred in the form of a type of wine produced from fruit, rice and honey (Plank & West, 2017).

The type of alcohol found in alcoholic beverages, ethanol, is derived from fermenting sugar and yeast and is the least toxic form of alcohol (Schiel, 2018). As the fermentation process can occur in most plant sugars and starch, alcoholic beverages could be brewed from a wide assortment of plants and fruits. Agave, apples, pumpkins, cocoa, rice, corn and birch tree sap were used (Phillips, 2020). In ancient civilisations, alcohol was used as more than just a beverage. The versatility of alcohol allowed the

substance to be used as a disinfectant and a food preservative, among other applications (Plank & West, 2017).

During the fermentation process, nutrients such as B vitamins, thiamine and folic acid are produced, giving alcoholic beverages nutritional properties (Plank & West, 2017). Alcoholic beverages are also favourable because of their psychological effects. Alcoholic beverages have emotion-altering properties. When ethanol is consumed, chemicals such as endorphins, dopamine and serotonin are released in the brain, leading to increased feelings of happiness and decreased feelings of anxiety (Curry, 2017).

In modern times, alcoholic beverages play a major role in the daily diet of millions of people around the world (Silva *et al.*, 2016). It can be said that throughout human history, alcohol has become a fundamental part of humanity and has played a central role throughout the development of humankind (Curry, 2017). However, there has been an apparent growth in interest in alcohol alternatives.

### **1.2.2 Rise of low and non-alcoholic beverages**

Although low and non-alcoholic beverages have been available for a number of years, there has been a renewed interest in these products (Bucher *et al.*, 2018). According to Kalia (2019), the non-alcoholic market is expected to grow by 33% by 2022. Furthermore, globally, the topic of “non-alcoholic” was mentioned online by consumers 81% more often in 2019 than in 2018 (Distill Ventures, 2019). The apparent rise in interest for low and non-alcoholic beverages is further confirmed by Anheuser-Busch InBev (AB InBev). As one of the largest multinational drink and brewing companies in the world, the company proposes to dedicate 20% of its beer business to low or non-alcohol beverages by 2025 (Cummins, 2019). However, as mentioned, although some low and non-alcoholic beverage types such as light and alcohol-free beer have achieved commercial success, reduced and dealcoholised wine has received little academic and commercial attention (Bucher *et al.*, 2018; Bruwer *et al.*, 2014; Chan *et al.*, 2012).

The paradigm shift towards low and non-alcohol beverages is believed to be linked to a greater focus on wellness and mental well-being (O'Brien, 2019). There has been a general shift towards consumers becoming more health-conscious, who want to maintain a healthier lifestyle and make healthier choices when it comes to their food and beverage intake (Chang, Thatch and Olsen, 2016). Cummins (2019) attributes consumers' desire for mental, physical and spiritual health as a driving force behind the upsurge of low and non-alcoholic drinks and the mindful drinking trend.

There is an evident need to accommodate health-conscious consumers who seek social interactions without necessarily drinking alcohol (Distill Ventures, 2019). It is apparent that consumers are not necessarily giving up drinking alcohol entirely but are rather seeking more choices in what they are consuming. Research shows that consumers are becoming more conscious of their drinking habits, but do not want to sacrifice the quality of their experiences and tend to find a balance between alcoholic and non-alcoholic beverages (Distill Ventures, 2019). This trend is further highlighted by Frost (2018:1), who states, "Today's customers do not want to compromise on taste, atmosphere, or experiences regardless of what's in their glass, whether they are drinking alcohol or not". In addition, Ducharme (2018) attributes the demand for alcohol-free alternatives to consumers' desires to have a healthier relationship with alcohol. One cohort of consumers in particular is believed to be an attractive group for low and non-alcoholic beverage products, namely the Generation Y consumer group.

### **1.2.3 Generation Y consumers**

Generation Y, also referred to as Millennials refers to a group of consumers born between 1980 and 2000 (Nielsen, 2015; Pelet & Lecat, 2014). Generation Y consumers are of significant interest to businesses and marketers due to the large size, decision-making power, purchasing power and influence of the group over other generational groups (Chrysochou, 2014; Kanonuhwa & Chimucheka, 2014). As the largest segment of the South African population, Generation Y consumers are important to the local economy (StatsSA, 2019). Because of the open-mindedness of the group towards innovation, Generation Y consumers are an attractive consumer target market for new products (Ordun, 2015).

Many studies have identified Generation Y consumers as the most promising target group for the low and non-alcoholic market. Generation Y consumers have the highest demand, as they have begun to move away from alcohol towards a healthier lifestyle (Cummins, 2019; Hughes, 2017; O'Brien, 2019). They are more thoughtful than older generational groups in terms of what they eat and drink (Chang *et al.*, 2016). In addition to health, Generation Y consumers place importance on how they appear to others, which may play a role in the beverages they choose to drink (Harrington, Ottenbacher, Staggs and Powell, 2012). Generation Y consumers may for example purchase certain products, in this case, beverages, as a form of self-expression (Rivaroli, Kozak & Spandoni, 2019).

Generation Y consumers can therefore be said to be a promising target market for alcohol-free alternatives such as dealcoholised wine. It is therefore important to gain an understanding of these consumers' purchase behaviour, the product attributes they use to make a decision and the underlying motives in choosing and consuming dealcoholised wine.

#### **1.2.4 The consumer decision-making process**

Gaining an understanding of how consumers make choices will allow marketers to gain insight into the consumer behaviour of their relevant target market (Bakshi, 2012). Consumer behaviour can be defined as the process consumers use when selecting, using and disposing of products, services and experiences (Hawkins & Mothersbaugh, 2013). The consumer decision-making process is followed in an attempt to address or satisfy a want or a need. The process consists of five interlinked stages or steps including problem recognition, information search, and evaluation of alternatives, purchase decision and post-purchase process.

According to Hoyer, MacInnis and Pieters (2013), due to the psychological tension caused by an unfulfilled need, consumers take action to address the tension. Information search refers to the action of using internal and external information sources to address a need. Based on the information gathered from a combination of sources, criteria are created, and options compared (Hoyer *et al.*, 2013). Once a decision has been reached and usage has occurred, the actual performance of the experience or product is compared to the consumer's preconceived expectations.

Depending on this comparison, satisfaction or dissatisfaction occurs. Satisfaction may lead to several positive outcomes such as repeat purchases, loyalty and positive word of mouth, whereas dissatisfaction may lead to negative word of mouth (Hawkins & Mothersbaugh, 2013). When making a purchase, consumers may additionally rely on product attributes to assist in their decision-making.

### **1.2.5 Product attributes**

Nunes, Madureira, Oliveira and Madureira (2016) suggest that during the purchasing process, for example when selecting a beverage, consumers use certain attributes to make a decision. These attributes consist of several intrinsic and extrinsic product attributes. Consumer groups such as Generation Y, who may lack sufficient experience with products such as dealcoholised wine, may need to rely more heavily on these attributes than other, more experienced or informed consumer groups (Histro & Kuhar, 2015). As Generation Y consumers are relatively young, they are likely to have significantly less experience and knowledge about products such as wine in general. Making the purchasing decision even more difficult is that beverages such as dealcoholised wine, unlike most other products, cannot usually be tasted before purchase (Barber, Almanza & Donovan, 2006).

Studies in the beer and wine beverages field have identified several product attributes that play a role in beverage choice, using the best-worst-scaling (BWS) approach (Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou, 2014; Nunes *et al.*, 2016). The BWS approach is a useful method to investigate the relative importance of attributes that guide choices and is commonly used in wine choice studies. Consumers are forced to make a trade-off between attributes in a number of choice sets (Cohen, 2009). Although the literature on dealcoholised wine is limited, several related studies have identified a list of attributes that consumers commonly use as product attributes when making a purchase decision. These attributes generally include taste, attractive front label, information on back label, someone recommended it, in-store promotion, award, matches my food, read about it, information on shelf, brand, region of origin, alcohol level and grape variety (Bruwer *et al.*, 2014; Chrysochou, Krystallis, Mocanu & Lewis, 2012; Cohen, 2009).

By gaining an understanding of the internal (intrinsic) and external (extrinsic) product attributes that consumers use to choose dealcoholised wine, marketing strategies can be developed and adjusted. Furthermore, product offerings can be improved to better meet and address consumer needs. A further important aspect in terms of consumer behaviour is to investigate what motivates consumers to purchase and consume low and non-alcoholic beverages such as dealcoholised wine. Understanding of what motivates consumers to purchase or not to purchase dealcoholised wine is therefore of importance in understanding consumer behaviour towards dealcoholised wine.

### **1.2.6 Motives**

Motivation can be defined as a compelling force that drives consumers to take action (Schiffman & Kanuk, 2010). Motivation is caused by a gap between a consumer's desired and actual state (Kotler & Keller, 2016). According to Barbopoulos and Johansson (2016), motivation is driven by utilitarian and hedonic needs. Utilitarian needs are concerned with functional benefits whereas hedonic needs are emotional in nature (Gunawan, 2015).

In the context of beverages, both alcoholic and non-alcoholic beverages have different functional and emotional connotations (Silva *et al.*, 2017a). Beer and wine are considered rich in both functional and emotional benefits. For example, high arousal emotional responses, such as feelings of energy and adventure, are associated with beer. Wine is associated with feelings of calmness and love, known as low arousal responses (Silva *et al.*, 2016). In a study of non-alcoholic beer, Silva *et al.* (2016) found that a non-alcoholic beer alternative evoked mostly neutral, rational and even disappointed connotations. Benefits were mainly functional in nature. The dominance of functional associations and lack of emotional benefits associated with low and alcohol-free beverages are highlighted in related studies (Silva *et al.*, 2016; Silva *et al.*, 2017a).

Motives to consume low and non-alcoholic beverages identified in previous related studies are functionally focused. Generally, health was identified as a major motivation behind purchasing low and non-alcoholic beverages (Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). It is further suggested consumers may choose to purchase and consume low and non-alcoholic beverages to stay in control

(Bruwer *et al.*, 2014). Other researchers add avoiding getting intoxicated or drinking and driving (Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). Additional motives to purchase low and non-alcoholic beverages include avoiding headaches, improving diet, losing weight and reducing alcohol intake (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016).

Bruwer *et al.* (2014) also highlight the importance of including consumers' motives not to purchase products such as low and non-alcoholic beverages. In the study concerning lower alcohol wines, Bruwer *et al.* (2014) mainly attribute consumer resistance towards purchasing lower alcohol wines to a perception of poor taste and poor quality, non-availability, high prices and low awareness.

To add to the extremely limited research that has been conducted on dealcoholised wine, it is suggested that consumer motives to purchase and not to purchase dealcoholised wine must be investigated to gain a deeper understanding of consumer behaviour towards dealcoholised wine. Insight into understanding consumer behaviour towards low and non-alcoholic beverages can further be gained by considering consumers' perception towards these beverages.

### **1.2.7 Perceptions**

According to Kotler and Keller (2016), perceptions can be defined as the process of identifying, organising and analysing stimuli in a manner that is meaningful to create a coherent picture of the world. Exposure to stimuli begins the process of forming a consumer's perceptions and refers to an input of the five senses (sight, hearing, smell, taste and touch). However, perceptions are believed to differ among individuals, as specific values, expectations and needs play a role in interpreting stimuli under the same conditions (Schiffman & Kanuk, 2010). Therefore, different consumer groups in different contexts may interpret stimuli differently, forming different perceptions.

Although the literature about perceptions of low and non-alcoholic beverages is limited, a number of existing, related studies have highlighted perceptions about light beer, reduced alcohol wine and dealcoholised wine products. A study by Chrysochou (2014) found light beer with a lower calorie content was perceived as a healthier alternative



to regular beer but was regarded as a beverage primarily appealing to female consumers. Moreover, a perception of light beer being perceived as “fake” beer was apparent (Chrysochou, 2014). Perceived poor taste was identified as a significant drawback across some low and non-alcoholic beverage types including light beer, reduced alcohol wine and dealcoholised wine (Bucher *et al.*, 2018; Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou, 2014). Findings of a dealcoholised wine study conducted by Chan *et al.* (2012), found in terms of taste, that dealcoholised wine is perceived as being tasteless, like water or tasting similar to fruit juice. Bruwer *et al.* (2014) also suggest that because of perceived poor taste, the overall perceived quality of low and non-alcoholic beverages is reduced.

Therefore, it is evident that despite being perceived as a healthier alternative to alcoholic beverages, overall, a number of negative perceptions exist about low and non-alcoholic beverages. Therefore, further insight into how products such a dealcoholised wine are perceived need to be gained. Lastly, potential differences in behaviour when comparing male and female consumers should be considered.

### **1.2.8 Gender differences in alcoholic, low and non-alcoholic beverage consumption**

It is commonly believed that low and non-alcoholic beverages are more appealing to female consumers (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chrysochou, 2014). Lack of appeal to male consumers has been identified as a problem faced by the product category (Chrysochou, 2014). For overall alcoholic beverage consumption, male consumers consume significantly more than female consumers do. The global per capita consumption of alcohol (litres of pure alcohol) is 16,2 litres for male and 2,7 litres for female consumers (WHO, 2018). Thus, it is not surprising that three-quarters of alcohol-related deaths occur in men (WHO, 2018). It can therefore be argued there may be differences in the way male and female consumers think about, select and consume alcohol. Gender-specific marketing strategies may therefore be needed when attempting to make low and alcohol-free beverages appealing to consumers.

Evidently the low and non-alcoholic beverage industry is likely to continue to grow exponentially with a large potential market. However, although the low and alcohol-free beverage industry has experienced significant growth, the acceptance and use of

these products are still limited due a number of potential challenges. These potential challenges, which will be discussed in detail in the literature review, such as taste, price, a stigma attached to not drinking alcohol, and a lack of awareness and availability (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2018; Silva *et al.*, 2016) can be overcome by gaining an understanding of consumers' motives, preferences and perceptions towards dealcoholised wine. Therefore, by gaining insight into the preferences, motives (to purchase and not to purchase) and perceptions of South African Generation Y consumers in terms of dealcoholised wine, marketers and producers of dealcoholised wine will be able to improve their offerings and better meet the needs of consumers, allowing them to overcome potential challenges and take advantage of potential opportunities in the low and non-alcoholic beverage industry.

### **1.3 PROBLEM STATEMENT**

Alcohol has been consumed for thousands of years, predating humanity itself (Plank & West, 2017). Throughout history, alcohol has become a major part of the daily diet of millions of consumers around the world and has played a central role throughout the development of humanity (Curry, 2017; Silva *et al.*, 2016).

However, an apparent rise in interest for lower and alcohol-free beverage alternatives is evident, and is believed to be attributed to a shift towards health-consciousness and a greater focus on wellness and mental well-being (Chang *et al.*, 2016; O'Brien, 2019). Generation Y consumers, in particular, have begun to move away from alcohol, towards a healthier lifestyle, making them an attractive group for products such as low and alcohol-free beverages (Cummins, 2019; Hughes, 2017; O'Brien, 2019).

Despite the growth in the low and alcohol-free sector, not all products within the category have seen equal success. Products such as dealcoholised wine, for example, have not received the same success as light and alcohol-free beer. Additionally, several problems have been identified that may act as potential challenges preventing the wider acceptance of low and non-alcoholic beverages such as dealcoholised wine. These potential challenges include perceived poor taste and quality, high price, a lack of awareness and availability, a lack of appeal to male consumers and a general stigma

attached to not drinking alcoholic beverages (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2018; Silva *et al.*, 2016).

Research on low and non-alcoholic beverages, particularly on dealcoholised wine is extremely limited. A lack of insight about motives, preferences regarding dealcoholised wine product attributes and perceptions of consumers purchasing this beverage category therefore exist. It can thus be argued that there is a need to gain insight into how consumers (in the case of this study, Generation Y) behave towards purchasing dealcoholised wine in terms of aspects of the dealcoholised wine product that they deem as most important (preferences), reasons that may motivate them to purchase or not to purchase dealcoholised wine, as well as perceptions that they hold regarding this product category. In turn, producers and marketers of dealcoholised wine will be able to improve their offerings and strategies, and overcome potential challenges, to reach a wider audience and better meet consumer needs and take advantage of emerging opportunities.

This study will therefore aim to gain insights into the motives, perceptions and preferences of male and female Generation Y consumers in terms of the dealcoholised wine product. Due to the dearth of knowledge that exists in the public domain on consumer behaviour in a dealcoholised wine context (specifically in South Africa), the study will incorporate studies that focused on other beverages such as regular wine, lower-alcohol wine, light beer and alcohol-free beer as a theoretical background to the study.

## **1.4 RESEARCH OBJECTIVES**

The following primary and secondary objectives were formulated for this study.

### **1.4.1 Primary objectives**

- To investigate the motives, perceptions and preferences of South African male and female Generation Y consumers for dealcoholised wine.

### **1.4.2 Secondary objectives**

- To investigate the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine.
- To investigate whether there is a difference regarding the importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers.
- To investigate potential motives of South African Generation Y consumers to purchase dealcoholised wine.
- To investigate whether there is a difference regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.
- To investigate potential motives of South African Generation Y consumers not to purchase dealcoholised wine.
- To investigate whether there is a difference regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.
- To investigate potential perceptions of South African Generation Y consumers of dealcoholised wine.
- To investigate whether there is a difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers.

## **1.5 RESEARCH DESIGN AND METHODOLOGY**

To address the objectives, and collect data that is valid and reliable, all steps and aspects of the research must be carefully planned and designed. A brief overview of the research design and methodology of this study is provided next.

### **1.5.1 Research paradigm**

A research paradigm or research philosophy refers to how the views and beliefs of a researcher influence how assumptions are made about the world (Patel, 2015). For this study, a positivistic research philosophy was followed. According to Patel (2015),

positivism follows an objective approach based on the principle that there is a single reality. Conclusions are reached and information is interpreted using reason and logic that relies on proof (Whitworth, 2014). Valid and reliable tools are used to measure reality following this approach. This study was conducted using primarily quantitative research methods. Conclusions about the motives, perceptions and preferences of Generation Y respondents concerning dealcoholised wine were measured and analysed using quantifiable data.

### **1.5.2 Approach to theory development**

A deductive research approach was taken for this study. Hypotheses were created based on theory, after which a research strategy was created to test the hypotheses (Wilson, 2010). Hypotheses were tested using quantitative approaches, allowing hypotheses to be rejected or not rejected (Babbie, 2010).

### **1.5.3 Methodological choice**

Researchers are faced with different methodological choices, namely a quantitative or qualitative approach. The methodological choice is based on the nature of the particular study, the objectives of the study and the availability of data (Babin & Zikmund, 2016). Quantitative research involves the use of statistical values to measure a particular phenomenon, and is conclusive in nature. The intention is to make decisions based on the collected data and the conclusions drawn from that data (Babin & Zikmund, 2016). Qualitative research does not involve numerical values but is rather based on textual descriptions. Qualitative research aims to gain new insights into and gain a deeper understanding of a situation or phenomenon rather than to make conclusive decisions based on findings. Therefore, qualitative research is exploratory in nature (Babin & Zikmund, 2016).

For this study, a predominantly quantitative research approach was taken with a preceding qualitative phase. Therefore, a two-phased approach was followed. Data collected from quantitative research was used to address the objectives and hypotheses. A qualitative phase was conducted to investigate whether items and attributes identified in the literature were relevant to the South African Generation Y dealcoholised wine consumer. Douglas and Nijssen (2003) warn that “borrowing” items

and scales from existing studies and applying them to a local context is flawed. The relevance of items must therefore be explored in the context of the current study, its sample, and the context of the country it is being conducted in. Therefore, potential changes to existing items, or the addition of new items needed to be considered. Since the literature on dealcoholised wine is scarce, further exploration into the motives, perceptions and preferences concerning this product category was needed.

The items and attributes evaluated in the literature review and qualitative phase aided in developing the research instrument of the main quantitative phase of this study. By using a quantitative approach to address the research objectives, greater objectivity and improved accuracy of results were possible. The results of the study will be more generalisable and comparable to the findings of other existing and future studies (O'Neil, 2018).

#### **1.5.4 Strategy**

This study was primarily conducted using quantitative methods. A qualitative element was incorporated preceding the main quantitative phase of the study in the form of a focus group.

##### **1.5.4.1 Focus Group**

Several research techniques commonly used to carry out qualitative research include in-depth interviews, observations, semi-structured interviews and focus groups (Babin & Zikmund, 2016). The focus group technique was used to carry out the qualitative phase preceding the main quantitative phase of this study.

In simple terms, a focus group involves 6 to 10 participants taking part in a free-flowing, unstructured interview on a specific topic (Babin & Zikmund, 2016). As part of a focus group, a discussion guide is used to stimulate and probe the conversation. This technique is helpful in exploring relatively unknown topics (Silva *et al.*, 2016). A focus group was conducted to gain insight into the sample's preferences, motives and perceptions of dealcoholised wine, which was used to confirm, adjust and add items that were used in the main phase of the study.

#### 1.5.4.2 Survey

For the main quantitative phase of this study, the survey technique was carried out. The aim of a survey is to quantify information, which can be analysed to reach a conclusion (Babin & Zikmund, 2016). Surveys are relatively simple to create, administer and collect, and are relatively easy and quick to answer for respondents (Babin & Zikmund, 2016). Furthermore, gathered responses can easily be captured and analysed, allowing the researcher to address objectives and hypotheses. As this study aimed to investigate the behaviour of a large population of consumers for dealcoholised wine, the survey technique allowed for greater generalisation. The data being gathered can therefore better describe the characteristics of the general population (Sincero, 2012).

Survey types can be categorised by the nature of the interaction that takes place between the researcher and respondents. For example, self-administered surveys involve the respondents reading and completing the survey without interaction with the researcher. Alternatively, interactive surveys involve two-way interaction between the respondent and the researcher during fieldwork. Although interactive surveys allow the researcher to probe responses and encourage participation, the non-interactive survey technique was employed for this study, due to cost-effectiveness and minimising interviewer influence. As there was no interaction between the researcher and respondents, the influence of the interviewer on how respondents answer, could be minimised. The growing concern of anonymity in research dictates steps are taken to ensure the personal information of respondents is not misused and that respondents remain anonymous. Non-interactive surveys allowed respondents to remain anonymous.

Therefore, for this study, a self-administered non-interactive questionnaire was used to collect data.

#### 1.5.5 Time horizon

The time horizon of a study refers to the time frame for the research (Melnikovas, 2018), and is defined by the objectives and nature of the particular research. Two types of time horizons, cross-sectional and longitudinal, can be distinguished based on when and to whom the chosen research technique, in this case surveys, is administered.

Longitudinal studies are carried out over a long period of time, and are administered on the same group of respondents (Babin & Zikmund, 2016). Cross-sectional studies, on the other hand, involve collecting data at a specific point in time, and are therefore short term in nature (Melnikovas, 2018).

As the main aim of this study was to gain insight into the preferences, motives and perceptions of South African Generation Y male and female consumers about dealcoholised wine, a cross-sectional study was conducted. The responses of two consumer groups (male and female respondents) were collected simultaneously, the results of which were compared.

### **1.5.6 Data collection**

A brief overview of the secondary and primary research conducted for this study will be provided next.

#### **1.5.6.1 Secondary research**

To explore existing knowledge on dealcoholised wine and relevant surrounding topics, a comprehensive literature review was carried out. To gain a better understanding of the nature of alcohol, the alcoholic beverage industry and the rise of low and non-alcoholic beverages, previous related studies were analysed. Consumer motives, perceptions and preferences, as well as relevant theoretical models were additionally explored.

An assortment of sources were used to identify and access relevant literature. The researcher primarily made use of the Stellenbosch University Library for accessing a variety of databases. Databases such as EBSCOHost and Emerald were consulted. Further searches of relevant academic journal articles were carried out on Google Scholar. Information specific to South Africa and the South African alcohol industry were acquired from the Organisation of Vine and Wine (OIV), South African Wine Industry Statistics (SAWIS) and Wines of South Africa (WOSA). Further information and statistics were accessed in reports such as the latest “Global Status Report on Alcohol and Health”, conducted by the World Health Organisation (WHO).



The information gathered through secondary research was used to create a theoretical foundation for the study. However, a need for further research was apparent, as research on dealcoholised wine was extremely limited, particularly in the context of this study and its sample (Generation Y, South African, dealcoholised wine consumers). Therefore, further research was required in the form of primary research.

#### 1.5.6.2 Primary Research

For the main quantitative phase of the study, a non-interactive self-administered questionnaire was employed. Developing the questions and items therein were finalised using the preceding qualitative phase. The initial qualitative phase was carried out using the focus group technique. Details of both the quantitative and the preceding qualitative phase, as well as the sampling plan are briefly discussed next.

##### a) Focus group

The qualitative phase aimed to confirm and refine the list of beverage attributes identified in the literature review. In addition, the focus group aimed to gain further insights into the preferences, motives and perceptions that Generation Y consumers have concerning dealcoholised wine, which helped to develop items for the data collection instrument (the questionnaire). The statements in the questionnaire concerning preferences, motivations for purchasing or not purchasing dealcoholised wine and perceptions about dealcoholised wine were confirmed and refined through the focus group phase.

The focus group was carried out with a group of 8 participants (4 male and 4 female participants) who fit the sample characteristics. Due to convenience and monetary restrictions, the focus group was conducted online on the Zoom platform. Furthermore, due to concerns surrounding the Covid-19 virus, the risks surrounding physical contact could be avoided. By conducting the focus group online, participants were not required to be in any physical contact with each other and were able to take part in the focus group from any desired location. As a result, the safety of participants could be better ensured.

A discussion guide was used to lead the session (see addendum B), which encouraged discussion and communication among participants. A brief introduction of the topic was given by the researcher to establish a context for discussion. The session was divided

into contextual questions, questions concerning attribute importance, motives (to purchase and not to purchase dealcoholised wine) and perceptions. The session was recorded and transcribed for the purpose of analysis. The analysed results were used to develop the final items and questions in the questionnaire.

#### b) Questionnaire design

A self-administered, non-interactive questionnaire was used to collect data from the sample. A web-based questionnaire was used to ensure that a sufficient number of responses were collected, as a wide sample could be reached due to geographic flexibility and reach. Furthermore, the risks of physical contact surrounding the Covid-19 virus could be eliminated, ensuring the safety of respondents and the researcher, as no physical contact was required. The questionnaire was created and hosted on the Qualtrics platform.

The questionnaire was divided into eight sections. Questions about demographics and consumption and purchase behaviour, preferences (attribute importance), motives (to and not to purchase dealcoholised wine), and perceptions were asked. Additionally, questions regarding purchase intentions towards dealcoholised wine were included.

The first section included screening questions to ensure that respondents fit the defined sample of the study. For example, they were asked if they fell into the Generation Y age bracket (born between 1980 and 2000), if they were South African citizens, and whether they have purchased dealcoholised wine in the last 12 months. After that, demographic questions concerning respondents' age and gender were given. Questions were included about how regularly respondents purchase dealcoholised wine, their preferred dealcoholised wine type, where they purchase the product and how much they are willing to pay for a bottle of dealcoholised wine.

Questions regarding preferences (attribute importance) followed the Best-Worst Scaling (BWS) approach. BWS is commonly used in wine and beverage studies (Cohen, 2009; Chrysochou *et al.*, 2012; Nunes *et al.*, 2016). This method requires trade-offs to be made between attributes. The degree of importance that respondents give to attributes is measured, as respondents are required to choose a most and a least important attribute in a series of choice sets (Cohen, 2009). A Balanced Incomplete Block Design (BIBD) was used to create these choice sets and ensures

that each attribute is compared to each attribute the same number of times (Cohen, 2009). A detailed description of BWS is provided in chapter 4. The attributes that were used in this study were identified as part of the secondary study (the literature review), as well as in the focus group.

Thereafter, items about motives to purchase dealcoholised wine were given, followed by statements about motives not to purchase dealcoholised wine. The final items that were used in the questionnaire were based on the existing literature and insights gained from the focus group phase. Contrary to previous related studies using Likert-type scales to measure motives (Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou, 2014), the BWS approach was taken for sections related to motives in this study, due to the benefits associated with BWS. Unlike Likert-type scales, the BWS approach considers the relative importance of each item or statements to each other item or statement. Respondents were forced to make a trade-off, as only one best and one worst response could be chosen per choice set. According to Mueller and Rungie (2009), BWS overcomes biases stemming from the assumptions of interval scales. Furthermore, by making use of BWS scaling, results are made simpler to compare in potential future cross-cultural studies.

Following the approach of previous, related studies, a 7-point Likert-type scale was used to measure perceptions (Chan *et al.*, 2012; Chrysochou, 2014). Lastly, questions about the intention to purchase dealcoholised wine were included, also making use of a 7-point Likert-type scale. However, additional open-ended questions were asked relating to purchase intention, where respondents were asked to justify their answers for that section. Allowing respondents to answer openly, in their own words, allowed any last thoughts to be given and provided more insight consumer behaviour of the respondents. The statements were formulated based on existing, related studies and recurring themes that were identified in the focus group phase. Once the final questionnaire had been developed, an appropriate sampling plan needed to be set up.

### **1.5.7 Sampling**

By making use of a sample, it is possible to make inferences about an entire population based on a subset of that population. Sampling allows for generalising findings to a wider population, as it may not be possible to directly research all members of an entire

population due to monetary and time restrictions (Babin & Zikmund, 2016). A clear idea of who the target population is, is required, and suitable techniques need to be followed to ensure that the sample of the study accurately represents a wider population.

#### 1.5.7.1 Target population

A target population refers to a group of individuals about whom the findings of the study will be generalised to, based on the relevant sample. For this study, the proposed target population consisted of South African male and female Generation Y consumers of dealcoholised wine.

Members of this group are born between 1980 and 2000 (Nielsen, 2015; Pelet & Lecat, 2014). Also, the individuals needed to be South African citizens, as the study was conducted in a South African context. As the study aimed to compare the preferences, motives and perceptions of dealcoholised wine of male and female respondents, both male and female respondents were included in the target population. Lastly, as the study was concerned with the topic of dealcoholised wine, respondents who were familiar with the product and have consumed it were included. Therefore, a screening question was included about whether or not the respondents had purchased dealcoholised wine in the past 12 months.

#### 1.5.7.2 Sampling technique

Various sampling techniques are available to researchers. However, without the presence of a sampling frame, it is not possible to use probability sampling techniques (Babin & Zikmund, 2016). A sampling frame can be defined as a list containing information on the entire population. A sample can be then drawn from the list. As such a list was not available for this study, a non-probability sampling technique was followed. By using non-probability sampling, the probability of a particular member of a population being chosen was unknown.

Several types of non-probability sampling, including judgement sampling, quota sampling, snowball sampling, multiphase sampling and convenience sampling are available (Babin & Zikmund, 2016). The judgement sampling method, also known as purposive sampling, was chosen because of the nature of this study and resource constraints. Making use of judgement sampling, respondents were chosen based on the judgement of the researcher. Respondents were selected based on the criteria that

needed to be met (Generation Y, South African, dealcoholised wine drinkers). To reach potential respondents and distribute the questionnaire, the services of Consumer Solutions, a South African marketing research firm, were employed. By making use of this technique, the researcher was able to professionally reach a large sample with limited time, monetary and logistical resources.

Once a suitable sample was identified, it was important to determine an appropriate sample size.

#### 1.5.7.3 Sample size and composition

When a study aims to analyse subgroups within a sample, in this case male and female respondents, each subgroup should have a minimum of 100 sample units (Babin & Zikmund, 2016). Initially, the sample size for this study was based on previous, related studies, generally between  $n=200$  and  $n=300$  (Chan *et al.*, 2012; Chrysochou *et al.*, 2012; Rivaroli *et al.*, 2019). However, a final sample of  $n=626$  was achieved. The sample consisted of  $n=177$  male respondents,  $n=444$  female respondents and  $n=5$  other/prefer not to say.

#### 1.5.8 Data analysis

For the purposes of this study, descriptive and inferential data statistics were used. Firstly, descriptive data techniques were used to create a profile of the respondents of the realised sample. Demographic aspects such as the age, gender as well as information about the consumption habits and frequency of the sample were summarised to create a profile.

For the sections of the questionnaire testing preferences (attribute importance), motives (to purchase and not to purchase) and perceptions, inferential statistics were used to address the research objectives and hypotheses. Inferential statistics involve statistical procedures that can be used to test differences and relationships. The analysis of the questions regarding attribute importance, as well as motives to purchase and motives not to purchase dealcoholised followed procedures of the Best-Worst (BWS) method. The number of times an attribute or statement was selected as least important was subtracted from the number of times an attribute or statement was selected as most important, creating an average best-worst score. Based on the

results, the attributes were ranked in order of importance according to the BW mean score. To further simplify the results of the BWS sections for interpretation, Best-Worst scores were standardised to a probabilistic ratio scale. Mixed model ANOVA was used to compare BW scores between items. Respondent numbers were added as a random effect, and item, gender, item\*gender interaction as fixed effects. For post hoc testing, Fisher least significant difference (LSD) post hoc testing was used. Normality was assessed by inspecting normal probability plots, and were in all cases judged to be acceptable. Furthermore, analysis of the perception questions, as well as purchase intention questions (sections F & G) were also done using mixed model ANOVA with participants as random effect, gender, question and gender\*question interaction as fixed effects.

### **1.5.9 Reliability and validity**

In addition to the aspects discussed previously that need to be considered in a research design, a study needs to establish reliability and validity. Reliability can be defined as the internal consistency of a measure (Babin & Zikmund, 2016). In other words, a consistent measure produces similar results over multiple attempts. Validity refers to the accuracy of a measure, and the extent to which a concept is truthfully represented by a score (Babin & Zikmund, 2016). The reliability of this study was improved by basing the survey design and items in the questionnaire on an extensive literature review and the results of the qualitative phase (focus group). By also conducting a preceding qualitative phase, the research design considered the South African context and the context of the sample. A balanced incomplete block design (BIBD) in the BWS section of the measurement instrument ensured that each attribute or statement was compared with another attribute or statement an equal number of times. Thus, the validity of the results could be increased (Cohen, 2009). Additionally, a pilot study was conducted to highlight any flaws in the design of the research and the questionnaire. The discussed measures therefore increased the reliability and validity of this study.

### **1.5.10 Ethical considerations**

All elements of this study were designed keeping the highest ethical standard in mind. Respondents completing the questionnaire and those taking part in the focus group did so completely willingly. There was no obligation for respondents to take part in the study. A consent form was included at both phases of the study (see addendums A & C), which willing respondents were asked to sign. No personal data such as names were asked of respondents to further ensure anonymity and protect respondents' personal information. As the focus group was recorded, steps were taken to ensure that the recording was not accessible to anyone other than the researcher. This was done by storing the recording on a password-protected computer. No personal information or identifiers were used in any further analysis of the focus group session. Completed responses were strictly used for academic purposes only and were kept on a safe and secure, password protected computer. It is unlikely that respondents felt any kind of discomfort answering the questionnaire, as they were simply asked about their preferences, motives and perceptions about dealcoholised wine. However, they had the option to freely withdraw from the study if any discomfort was felt. Additionally, a non-disclosure agreement (NDA) was set up between the researcher and Consumer Solutions, requiring that information could not legally be shared with any other party.

The study was submitted to the relevant ethical committees for approval before data collection commenced. These committees include the Departmental Ethics Screening Committee (DESC) and the Research Ethics Committee (REC).

## **1.6 ORIENTATION OF THE STUDY**

The study consists of six chapters.

### Chapter 1: Introduction and background to the study

This chapter provides a brief background and context of the study. Existing literature provides readers with a background understanding of the relevant topics of this study. Knowledge gaps and the need for the study are highlighted. The problem statement, the research question and the objectives of the study are given. Lastly, a brief overview of the elements of the design and methodology of the study are described.

## Chapter 2: Alcohol, low and non-alcoholic beverages

For this study, the literature review is divided into two chapters (Chapter 2 and Chapter 3). An in-depth literature review was first be carried out on several topics to provide a background and context for the study. Firstly, an overview of the history of alcohol and its development over time is provided. Thereafter, aspects and statistics of alcohol consumption are discussed. The growth of the low and non-alcoholic beverage market including the mindful drinking trend and the shift towards health and wellness is then explained. A discussion of dealcoholised wine, and the processes of dealcoholisation are additionally provided.

## Chapter 3: Consumer behaviour, Generation Y and potential challenges hindering the wider acceptance of dealcoholised wine

Chapter 3 focuses on aspects of consumer behaviour, such as the consumer decision-making process, the theory of planned behaviour, as well as motives, perceptions and preferences. Different aspects of motivation such as the nature of motivation as a psychological force and the dynamic nature of motivation will be elaborated on. Thereafter, potential challenges to the wider acceptance of dealcoholised wine are explored, after which a detailed overview of the Generation Y consumer group is provided. Lastly, potential gender differences in alcohol consumption are explored.

## Chapter 4: Research design and methodology

The elements of the research design and methodology are discussed in this chapter. A detailed description of the secondary research conducted is provided, after which the primary research conducted in this study is described. The quantitative and qualitative strategies, techniques and instrument design are elaborated on. Details on the sample size, sampling technique and fieldwork are provided.

## Chapter 5: Results and discussion

In this chapter, descriptive and inferential statistics are used to analyse the empirical results of the study. A profile of the sample was created through descriptive data analysis to provide an overview of the characteristics of the realised sample. Data



collected from respondents is analysed and interpreted to address the research question and hypotheses.

## Chapter 6: Conclusions and recommendations

In the final chapter, a summary and interpretation of the main findings is provided, and the conclusions that can be drawn from the study's results are discussed. Thereafter, recommendations are provided. Lastly, possible limitations of the study and recommendations for future research are provided.

### **1.7 CONCLUSION**

Despite the recent success and growth of the low and non-alcoholic beverage industry and the popular mindful drinking trend, several potential challenges are preventing further acceptance of these products, hindering further potential growth. Gaining insight into the motives, perceptions and preferences of South African Generation Y male and female consumers concerning dealcoholised wine should enable beverage producers and marketers to better meet consumer needs, taking advantage of the mindful drinking trend. In addition, potential challenges preventing wider acceptance can be minimised, while awareness and availability of low and non-alcoholic beverages such as dealcoholised wine can be increased. There is therefore a need to contribute insights into the extremely limited existing knowledge on dealcoholised wine, particularly from a marketing and consumer behaviour point of view. Therefore, this study will aim to gain insight into how South Africa Generation Y consumers behave concerning dealcoholised wine in terms of motives, preferences and perceptions. To reach the main objectives of this study, an understanding of alcohol, the low and non-alcoholic beverage industry, the dealcoholised wine product, as well as consumer behaviour is required, and will be provided in the form of an extensive review of literature in chapters 2 and 3, to follow.

## CHAPTER 2

### ALCOHOLIC, LOW AND NON-ALCOHOLIC BEVERAGES

#### 2.1 INTRODUCTION

“His lips drink water but his heart drinks wine.” – E.E. Cummings.

Alcoholic beverages have a long and rich history. From the first intentional fermentation, roughly 9 000 years ago, the production and use of alcohol has been developed and spread across the world (Plank & West, 2017). Alcoholic beverages are one of the most widely consumed and produced substances on earth. The versatile applications and uses of the substance have played a major role throughout the emergence of humanity. It can, however, be argued that due to growing health concerns, and a greater focus on healthier lifestyle choices and mental well-being, the low and non-alcoholic beverage product category has been gaining increased interest (Chrysochou, 2014; O'Brien, 2019). Low and non-alcoholic beverages refer to versions of alcoholic beverages with less or no alcohol content at all (Branyik, Silva, Baszczynski, Lehnert & Silva, 2012). Several methods can be used in the process of dealcoholisation where the alcohol concentration of a beverage can be reduced or removed. It is, however, difficult to preserve the full taste and aroma of full alcohol beverages when creating low or non-alcoholic beverage versions thereof. Although the low and non-alcoholic beverage industry has seen significant growth, not all low and non-alcoholic beverages have had equal success. Despite the increased popularity gained by light and alcohol-free beer, reduced alcohol and dealcoholised wine have been far less successful (Bucher *et al.*, 2018).

This chapter will explore how alcoholic beverages emerged and developed over history, as well as the rise of the low and non-alcoholic beverage category. An overview of the dealcoholised wine product will be provided, followed by an exploration of available dealcoholisation methods. Lastly, health aspects surrounding alcohol consumption will also be discussed.

## **2.2 THE HISTORY OF ALCOHOLIC BEVERAGES**

Alcohol can be defined as “a colourless volatile flammable liquid which is produced by the natural fermentation of sugars and is the intoxicating constituent of wine, beer, spirits, and other drinks” (Lexico, 2020). The consumption of alcohol is believed to predate human history itself. Evidence suggests that roughly 10 million years ago apes developed the “ADH4 gene”, an enzyme that allowed for the digestion of ethanol found in rotting fruit (Curry, 2017; Plank & West, 2017). Fermented fruits were consumed by Homo sapiens throughout their emergence over 200 000 years ago (Curry, 2017). The type of alcohol found in alcoholic beverages, ethanol, is derived from fermenting sugar and yeast and is the least toxic form of alcohol (Schiel, 2018). As the fermentation process can occur in most plant sugars and starch, alcoholic beverages could be brewed from a wide assortment of plants and fruits such as agave, apples, pumpkins, cocoa, rice, corn and birch tree sap (Phillips, 2020). In the fermentation process, ethanol, as well as other microbes compete for sugars found inside the fruit or plant, getting rid of harmful bacteria and substances in the process (Curry, 2017).

### **2.2.1 The development of alcoholic beverages**

Intentional fermentation to produce alcohol is believed to have begun approximately 9 000 years ago. Around the year 7 000 BC, residue of an alcoholic beverage was discovered in Jiahu, China, suggesting that the first deliberate fermentation occurred in the form of a type of wine produced from fruit, rice and honey (Plank & West, 2017). Grapes are believed to be one of the fruits to be domesticated earliest, with evidence suggesting that wine was produced in Georgia and Iran around 7 400 years ago (Curry, 2017).

Some nutrients such as B vitamins, thiamine and folic acid are produced during the fermentation process, giving alcoholic beverages nutritional properties (Plank & West, 2017). As a beverage, ethanol was largely used for its beneficial nutritional properties. Evidence suggests that in 3 150 BC, ancient Egyptians began building large-scale breweries to supply workers building the pyramids with sufficient nutrition. The intense labour endured by workers required a diet high in calories and vitamins. Alcoholic beverages were of importance to ancient Egyptians, who worshipped the god of wine, “Osiris”, throughout Egypt (Hanson, 1995). Egyptians believed that “Osiris” was the inventor of beer. Alcoholic beverages were seen as a necessity of life, and served

several different applications, including for pleasure, for its nutritional and medicinal benefits as well as payment (Hanson, 1995). In ancient civilisations, alcohol was used as more than just a beverage. The versatility of alcohol allowed the substance to be used as a disinfectant and a food preservative, among other applications (Plank & West, 2017). Besides, before the rise of modern sanitation, alcoholic beverages such as beer and wine were considered healthier to drink than water.

The consumption of alcoholic beverages is also favourable due to its psychological effects. Throughout history, as it is done in modern times, alcoholic beverages are used to alter emotional states. During the consumption of ethanol, chemicals such as endorphins, dopamine and serotonin are released in the brain, leading to increased feelings of happiness, and decreasing feelings of anxiety (Curry, 2017). The altering properties of alcohol commonly serve to aid social cohesion, increasing the enjoyment of life, as relaxation and pleasure is promoted through alcohol consumption (Hirst, 2019). In addition, alcoholic beverages such as wine are also believed to have strong roots in religious rituals and were seen as spiritual and mental in nature.

Producing alcoholic beverages such as beer and wine played an important role in the emergence of the Neolithic period, where humans transitioned from being wandering nomads to establishing agricultural lifestyles, growing crops and beginning to trade (Plank & West, 2017). It is believed that alcoholic beverages were invented independently numerous times by various civilisations on several continents (Hirst, 2019). With the growth of trade, alcohol production technologies and techniques grew on a global scale (Curry, 2017). In 2019, alcohol was ahead of caffeine and nicotine as the most widely used human psychoactive agent (Hirst, 2019). It can be said that throughout human history, alcohol has become a fundamental part of humanity and has played a central role throughout the development of humankind (Curry, 2017).

Although consuming alcoholic beverages has played a central role throughout human history, and has been present for thousands of years, there has been an apparent growth in interest in low and non-alcoholic beverages. This increased interest has given rise to low and non-alcoholic beverage products.

## 2.3 LOW AND NON-ALCOHOLIC BEVERAGE PRODUCTS

For several years, there has been a growing interest in the low and non-alcoholic beverage category. In simple terms, a low and non-alcoholic beverage can be seen as a beverage that is consumed as an alternative to an alcoholic beverage, which contains less alcohol or no alcohol at all (Wilks, 2018). Although the history of the low and non-alcoholic beverage category does not date back as far as that of alcohol, this category of beverages has been available for many years. It is believed that the earliest example of low and non-alcoholic beverages was produced in the form of “small beer” (Wilks, 2018). “Small beer”, also known as “near beer” or “table beer” was a low alcohol, ale-style beer consumed in medieval times throughout Europe. Although small beer contained between 0.5% and 2.8% alcohol by volume (ABV), the beverage was commonly consumed by adults and children alike, as it was considered healthier to consume than water (Wilks, 2018). However, health concerns and political pressures relating to alcohol consumption rose, leading to the temperance movement, and ultimately Prohibition. As a response to prohibition laws, the first non-alcoholic beer was created in 1919 (Loeschen, 2019). However, dealcoholised wine was first introduced into the market at the start of the 21<sup>st</sup> century (Stasi, Bimbo, Viscecchia & Seccia, 2014).

According to Nicholson (2017), although being available for many years, it was only in the 2010s that interest in low and non-alcoholic products started to increase and gain a presence in the marketplace. The low and non-alcoholic beverage category extends and continues to expand beyond light and alcohol-free beer products. A new addition to the low and non-alcoholic beverage category is in the form of non-alcoholic spirits. In 2015, Seedlip launched the first non-alcoholic spirit in the world (Nicholson, 2017). Seedlip, which contains fragrant botanicals, can be seen as an alternative to gin, and can be consumed together with tonic, or as part of a mocktail. Similarly, in 2016, The Duchess, a ready-to-drink non-alcoholic gin and tonic was launched in South Africa (Duchess, 2020). Low and non-alcoholic beverage options extend further to different beverage types, including ciders, whiskey, mocktails, tonics, prosecco and wine (IWSR, 2020). Low and non-alcoholic beverages are available in a variety of forms, with varying alcohol content, which can be produced through several processes. These aspects are discussed in the following section.

### **2.3.1 Increased interest for low and non-alcoholic beverages**

The increased interest in low and non-alcoholic beverages is evident in an apparent decline in alcohol consumption. Alcohol consumption by adults in Great Britain in 2018 was at its lowest point since 2005. Reports suggest that 52% of adults are trying to or have attempted to reduce their alcohol consumption (Frost, 2018; Pellechia, 2019). Kalia (2019) found that 29% of consumers in Great Britain between the ages of 16 and 24 do not drink alcohol at all, and that the non-alcoholic market is expected to grow by 33%. The growing interest in low and non-alcoholic beverage products is further evident in other countries. For example, according to the IWSR's "Global low and no-alcohol strategy study", in Germany, 60% of consumers have consumed or intend to consume low and non-alcoholic beverages (IWSR, 2020). In Spain, a reported 95% of consumers are trying to reduce their alcohol consumption. It is reported that 60% of restaurants and 50% of bars feature low and non-alcoholic beverages on their menus (Pellechia, 2019).

According to Naspetti (2019), the overall global non-alcoholic beer and dealcoholised wine market was valued at \$20 billion in 2018 and is predicted to be valued at over \$30 billion by 2025. The dealcoholised wine market is expected to grow by 13.5 % between 2019 and 2022 (IWSR, 2020). The increased interest can be observed globally in terms of online mentions. According to Distill Ventures (2018), the topic of "non-alcoholic" was mentioned 81% more often in 2019 than in 2018 (Distill Ventures, 2019). The apparent rise in interest for low and non-alcoholic beverages is further indicated by the plan of AB InBev (Anheuser-Busch InBev), one of the largest multinational drink and brewing companies in the world, to dedicate 20% of its beer business to low or non-alcohol beverages by 2025 (Cummins, 2019). As research on dealcoholised wine, especially in a South African context, is extremely limited, the availability of statistical information concerning South African consumers behaviour in terms of low and non-alcoholic beverages such as dealcoholised wine is minimal (at the time of this study in 2021). Low and non-alcoholic beverages are normally categorised based on alcohol content.

### **2.3.2 Classifying alcoholic, reduced and non-alcoholic beverages**

Alcoholic beverages can be defined based on the level of ethanol present in a particular beverage. The primary difference between an alcoholic, light and non-alcoholic beverage is the amount of alcohol contained (Branyik *et al.*, 2012). Alcohol by volume (ABV) is used to indicate the percentage of alcohol within a beverage. In simple terms, ABV refers to the percentage of alcohol in the entire beverage (Branyik *et al.*, 2012). For example, if a beverage is indicated to have a 5% ABV, that beverage contains 5% of pure alcohol. “Light” alcoholic beverages contain less alcohol than their regular alcoholic counterparts and non-alcoholic beverages contain very little or no alcohol.

Beverages with reduced alcohol content, such as light beer, contain fewer calories and less alcohol than regular beer (Walker, 2017). Chrysochou (2014) suggests that products such as light alcohol beverages aid consumers in maintaining a healthier lifestyle without eliminating alcohol consumption from their diet. Light and alcohol-free beverage versions are available across some drink types, including beer, wine and spirits. Those drink types can all be categories based on the ABV level in the respective drink categories. It is important to note that the definition of an alcoholic beverage is not universal and may differ between countries.

#### **2.3.2.1 Country specific classifications**

According to the latest Global Status Report on Alcohol and Health, legal definitions of alcoholic beverages may differ between different countries (WHO, 2018). For example, in South Africa, a beverage can be classified as alcoholic only if the ABV is 0.5% or more. A beverage containing less than 0.5% ABV is classified as a non-alcoholic beverage (WHO, 2018). Contrastingly, in areas such as the United Arab Emirates, any beverage with an ABV of more than 0.0% is classified as an alcoholic beverage. Other countries have a significantly higher ABV classification for what constitutes an alcoholic beverage, with Sweden at 2.25% and Belarus 7% or more. Some countries, such as Namibia do not have a legal definition for what ABV level represents an alcoholic beverage (WHO, 2018). A universally standard definition of what constitutes an alcoholic beverage does not exist. It is important for producers of low and non-alcoholic beverages to be aware of the relevant classifications of the countries in which they operate. Moreover, classifications within specific beverage categories may differ based

on ABV. For example, the ABV of a wine will determine its classification within the wine category.

#### 2.3.2.2 Wine classifications

In the context of wine, beverages can further be classified into several categories. In general, wine with an ABV of less than 0.5% can be classified as dealcoholised wine. Low alcohol wine contains 0.5% to 1.2% ABV, whereas reduced alcohol wine contains 1.2% to 4.5% ABV. Last, wine with an ABV of between 5.5% and 10.5% can be classified as lower-alcohol wine (Bucher *et al.*, 2018). Collectively, these categories are commonly referred to as DLRAW (dealcoholised, low-and-reduced alcohol wines). According to Stasi *et al.* (2014), wine containing less than 0.5% alcohol can be exempt from alcoholic regulation as fresh orange juice contains a similar alcohol percentage because of natural fermentation. Nonetheless, classifications may differ by country based on legislation and labelling requirements (Pickering, 2000). In South Africa, dealcoholised wine refers to wine containing less than 0.5% alcohol (WHO, 2018).

#### 2.3.3. The Dealcoholised wine product

In simple terms, dealcoholised wine can be defined as wine containing less than 0.5% alcohol, and is created through a process involving removing alcohol from alcoholic wine. The process of creating dealcoholised wine is therefore generally similar to that of creating regular wine. However, in the case of dealcoholised wine, additional processes occur after the fermentation process. As with regular wine, several varieties and styles of grapes can be used to create dealcoholised wine. Wine can be classified based on the dominant grape used in the fermentation process, and can broadly be classified as red, white, rosé and sparkling (Douglas, 2016). However, a large variety of grape types exist within each category. For example, grape varieties such as Cabernet Sauvignon, Merlot, Pinot Noir, Chardonnay, Chenin Blanc, Sauvignon Blanc, Riesling and Grenache can be used to make wine, among others (Puckette, 2016). However, as dealcoholised wine is still a relatively new product, simple categories such as red, white, rosé and sparkling are generally used. A number of brands in South Africa currently have dealcoholised wine offerings, including Lautus (Woolworths), Van Loveren Almost Zero and Leopard's leap Natura, and are available at supermarkets, in bottle stores and online.



As discussed, dealcoholised wine can be made in a number of different varieties and styles. However, not all dealcoholised wines are produced using the same methods. Dealcoholised wine producers need to consider the most appropriate and effective alcohol-reduction techniques to retain the taste, aroma and overall quality of beverages when creating low and non-alcoholic versions of these beverage types. Different methods can be used to reduce the alcohol concentration in a beverage.

### **2.3.4 Alcohol reduction methods**

Although there has been a rise in interest for non-alcoholic beverages such as dealcoholised wine, a lack of taste and aroma is still hindering wider acceptance when compared to its full alcoholic counterparts. Beverage producers must consider appropriate methods and processes in the production process to preserve the flavours and aromas found in wine when reducing the alcohol content in the beverage.

#### **2.3.4.1 Simple methods of alcohol reduction**

The simplest methods of reducing alcohol concentration in wine include blending, reducing sugar content or using a specialised yeast (Mangindaan, Khoiruddin & Wenten, 2018). The alcohol concentration in wine can be reduced by blending the beverage with grape juice. Fruit juice can be blended with full-strength, reduced-alcohol or partially fermented wine to reduce alcohol content (Pickering, 2000). Since the amount of sugar determines the concentration of the alcohol in wine, vinicultural practices can be used to lower the concentration of sugars in grapes (Bucher *et al.*, 2018). An alternative method that can result in reduced alcohol concentration involves the early harvesting of grapes (Pickering, 2000). The alcohol concentration can additionally be lowered by making use of types of low ethanol-producing yeast (Bucher *et al.*, 2018).

By using special yeast, known as immobilised yeast, arrested fermentation can be performed where low alcohol concentration can be produced or fermentation can be prevented completely (Mangindaan *et al.*, 2018). This method is, however, restrictive in terms of wine styles (Pickering, 2000). The processes mentioned above have a strong negative effect on the quality and sensory aspects of the wine (Pickering, 2000). The highlighted issue of poor taste is still present and several post-production methods had to be developed to address these shortcomings.

#### 2.3.4.2 Post-production methods of alcohol reduction

Post-production methods involve initially creating a full-alcohol beverage (roughly 13% ABV for wine) where alcohol is removed at a later stage. Traditionally, methods involving heat processes, evaporation and distillation were used, as ethanol is more volatile than water (Mangindaan *et al.*, 2018). To reach an ABV of less than 0.5% through this process involves the evaporation of roughly 50% to 70% of the wine (Pickering, 2000). Taste and aroma are negatively affected by this process.

The development of modern, improved alcohol reduction techniques has focused on membrane technology, which allows for lower energy consumption, high efficiency as well as significantly reduced costs (Mangindaan *et al.*, 2018). The most efficient and widely used modern alcohol reduction techniques include reverse osmosis and the spinning column method.

#### 2.3.4.3 Reverse osmosis and the spinning-cone column method of alcohol reduction

Instead of using high temperatures to reduce alcohol concentration found in traditional alcohol reduction methods, reverse osmosis allows for dealcoholisation to take place under mild temperatures at roughly 5 to 10 °C (Mangindaan *et al.*, 2018). As several temperature-sensitive compounds are found in wine, reverse osmosis allows for dealcoholisation to take place without major changes to the sensory quality and taste of the wine. The nutritive compounds found in wine can also be preserved and maintained (Mangindaan *et al.*, 2018). The chemical process of reverse osmosis involves pressurising wine through a membrane that allows only water and alcohol to flow through (Pickering, 2000). The alcohol concentration of the wine can be controlled and reduced to virtually any level through the process.

Alternatively, the spinning-cone column technique is commonly commercially used in dealcoholisation (Mangindaan *et al.*, 2018). A spinning-cone column is made up of several rotating cones, which are stacked. Wine flows through from the top of the spinning-cone column, where water vapour is used to extract alcohol from the liquid. In the process, some taste and aroma of the wine are also extracted, which may have a negative effect on the taste and quality of the final wine product (Mangindaan *et al.*, 2018).

Low and non-alcoholic beverages such as dealcoholised wine have gained increased interest in the beverage market. By following appropriate alcohol-reduction techniques, beverage producers can preserve the flavour of full alcoholic alternatives when creating dealcoholised wine. It is believed that the shift towards low and non-alcoholic beverages is a result of a greater focus on health and wellness, and can be seen as a market response to increasingly health-conscious consumers (Chang *et al.*, 2016; O'Brien, 2019).

## **2.4 HEALTH AND WELLNESS TREND**

In general, there has been a notable emphasis on increasingly health-conscious consumers, as well as a greater focus on well-being (O'Brien, 2019). Chang *et al.* (2016) highlight an increasing desire of consumers to make healthier choices regarding the food and beverages that are consumed to better maintain a healthy lifestyle. Due to an increased focus on health, consumers are putting more thought into their food and beverage purchases and consumption (Bucher *et al.*, 2018). There is a need for food and beverage producers to accommodate the increased interest in health and health maintenance (Bucher *et al.*, 2018).

The health and wellness trend has significantly raised the demand for low and non-alcoholic beverages such as light beer, alcohol-free beer and dealcoholised wine (Johnson, Kuang & Jankuhn, 2020; Naspetti, 2020). In general, beverages and foods that fall into the category of light products are perceived as healthier than their regular counterparts (Silva *et al.*, 2016). In wine, the removal of alcohol results in a reduction of calories by two-thirds (Stasi *et al.*, 2014). This apparent orientation towards healthier lifestyles and healthy choices concerning consumption focuses on consumers maintaining a balanced diet and practising consumption in moderation. Consumers may choose to consume beverages that they perceive as healthy, resulting in consuming less but better beverages (Bucher *et al.*, 2019). As part of the shift, there has been a move from excessive drinking to moderate drinking (Mangindaan *et al.*, 2018).

## 2.4.1 Moderate alcohol consumption

Globally, consumers are becoming more aware of their drinking habits, but do not want to sacrifice the quality of their experiences and tend to find a balance between alcoholic and non-alcoholic beverages (Distill Ventures, 2019). When consumed in moderation, alcoholic beverages can form part of a balanced diet. Moderate drinking can be defined as roughly 2 standard units per day but not more than 4 units per consumption episode (WHO, 2018). A standard unit contains about 10 grams of pure alcohol (Bucher *et al.*, 2018). A standard drink unit is equivalent to approximately 100 ml of wine at 13% ABV (Vecchio, Decordi, Gresillon, Gugenberger, Maheo & Jourjon, 2017) or one “standard” glass of beer (Sohrabvandi, Mousavi, Razavi, Mortazavia & Rezaei, 2010). Thus, the moderate consumption of alcoholic beverages may lead to some positive health outcomes.

### 2.4.1.1 Potential positive health outcomes of moderate drinking

Moderate drinking, also known as low-risk drinking patterns, has been shown to have a wide spectrum of positive health effects and benefits (Bucher *et al.*, 2018). Among others, when consumed in low quantities, the ethanol found in alcoholic beverages has several positive properties. Reduced risk of dementia, cardioprotective effects, anti-stomach ulcer properties and anti-infection properties are included (Sohrabvandi *et al.*, 2010). Cardioprotective effects may contribute to preventing ischaemic heart disease, strokes, and diabetes (Kunzmann, Coleman, Huang & Bernt, 2018).

Wine in particular is believed to contain additional health benefits (Bucher *et al.*, 2018). It is found that the moderate consumption of wine, particularly when consumed with meals, may provide both short and long-term health benefits, and may increase overall life expectancy (Plunk, Syed-Mohammed, Cavazos-Rehg & Grucza, 2014). The concept known as “the French Paradox” suggests that moderate consumption of wine may be associated with a decreased risk of some chronic diseases, resulting in an increased lifespan (Bucher *et al.*, 2018). Wine is commonly perceived as a relatively healthy product (Vecchio *et al.*, 2017). Research suggests that when consumed in moderation, wine may be beneficial to consumers’ health, as the beverage can decrease the risk of strokes, diabetes and heart disease (Chang *et al.*, 2016). Wine has been documented for its antiseptic and pain-relieving properties, and drinking wine has been proven to lower the risk of heart disease, strokes and protects memory loss (Bucher *et al.*, 2018). In general, both white and red wine is considered healthier than

beer (Silva *et al.*, 2017a). Although the alcohol content of wine is higher than that of beer, the health perceptions are more positive towards wine. Wine is rich in antioxidants such as tyrosyl and hydroxytyrosol, melatonin and resveratrol (Mangindaan *et al.*, 2018). In simple terms, the presence of these substances provides antioxidant, anticancer and neuroprotective biochemicals. In a study conducted by Chang *et al.* (2016), 80% of the sample believed that drinking red wine was healthier than drinking beer and spirits. Red wine is considered the healthiest wine type and is perceived as being healthier than both regular and non-alcoholic beer, or soft drinks (Silva *et al.*, 2017a). It is important to note that the discussed benefits can only be achieved when consumption occurs in moderation.

According to Kumar and Ray (2018), consuming foods and beverages that contain high levels of added sugar is a global health concern. Soft drinks, which can be described as sugar-sweetened beverages, are considered rich in energy, but poor in terms of nutrients (Pettigrew, Jongenelis, Chapman & Miller, 2015). Soft drinks contain water, sweetener and flavouring but do not contain alcohol (Kumar & Ray, 2018). Roughly, 184 000 deaths are caused annually around the world because of consuming sugar-based beverages (Kumar & Ray, 2018). Soft drinks have been identified as being rationally addictive. Because of the nutrient-poor nature of soft drinks, products such as dealcoholised wine could be regarded as a healthier alternative. Low and non-alcoholic beverages can be seen as a healthier alternative to their regular alcohol counterparts and sugar dense beverages such as soft drinks (Silva *et al.*, 2016).

It can thus be concluded that alcoholic beverages such as beer and wine are not necessarily health degenerative but can be beneficial if consumed in moderation. Low and non-alcoholic beverages contain less alcohol, making it less health defective than regular alcoholic counterparts, and can be useful in leading a balanced diet and lifestyle for consumers who are health orientated. The health benefits of moderate drinking can further be amplified by removing the alcohol component of the beverage. Health consciousness can be considered a significant motivator for the purchase and consumption of low and non-alcoholic beverages such as dealcoholised wine (Silva *et al.*, 2016).

From a health perspective, consuming low and non-alcoholic beverages such as dealcoholised wine may provide consumers with the nutritional value of the beverage,

without the negative effects of alcohol (Mangindaan *et al.*, 2018). Although consuming alcohol in moderation may present some potential health benefits, the excessive consumption of alcohol is well documented to cause negative health effects.

## **2.5 EXCESSIVE ALCOHOL CONSUMPTION**

Harmful use of alcohol is the cause of approximately 3 million deaths annually, or 6 deaths every minute, which translates to 5.35% of all deaths (WHO, 2018). Alcohol abuse has been identified as the cause of more than 200 diseases and injury conditions including liver cirrhosis, epilepsy, pancreatitis, hypertensive heart disease and numerous types of cancer (Bucher *et al.*, 2018). The excessive intake of alcohol may lead to obesity, increased risk of dementia, digestive system disorders and elevated blood pressure (Sohrabvandi *et al.*, 2010). Alcohol abuse is also linked to interpersonal violence, socialisation issues, traffic injuries, violence and alcohol poisoning (WHO, 2018).

### **2.5.1 Alcohol abuse and alcohol-related harm in South Africa**

South Africa has been identified as a country with one of the riskiest patterns of alcohol consumption, with the highest per capita consumption of alcohol in Africa. In South Africa, about 48% of male drinkers and 41% of female drinkers can be categorised as heavy episodic drinkers. The WHO (2018) defines heavy episodic drinking as consuming six standard drinks on at least one occasion weekly. South Africa's high per capita consumption of alcohol, which in 2018 related to 9.3 litres of pure alcohol per person, is projected to remain fairly steady for the foreseeable future, with a predicted per capita consumption of 9.0 litres in 2025 (WHO, 2018). South Africa also has one of the highest road traffic death rates in the world, with 39.7 deaths per 100 000 annually (WHO, 2018). This number equates to roughly double that of the global average road traffic death rate (WHO, 2018). Many of these deaths are believed to be attributed to drunk drivers and intoxicated pedestrians. Aggression and violence, including gender-based violence and sexual violence, have also been linked to excessive alcohol consumption (WHO, 2018). Lastly, excessive drinking leads to risks of alcohol poisoning, which negatively affects breathing, heart rate and body temperature, and may lead to lethal outcomes.

Evidently, when consumed in excess, alcohol may cause several negative health and social outcomes. If consumed responsibly, and in moderation, alcoholic beverages may be beneficial to the health of consumers.

It can be argued that low and non-alcoholic beverages may form part of a healthy, balanced diet of consumers where alcohol is consumed in moderation if desired. Low and non-alcoholic beverages such as dealcoholised wine can therefore be seen as a way to reduce negative effects of excessive alcohol consumption (Bucher *et al.*, 2018).

## **2.6 CONCLUSION**

Alcoholic beverages have been produced and consumed for thousands of years, and have deep social and cultural roots. It is, however, evident that the low and non-alcoholic beverage industry has the potential to continue to grow exponentially, with a large potential market. Despite the increased interest for low and non-alcoholic beverage products, certain products such as dealcoholised wine have not seen major success (Bucher *et al.*, 2018). It can be argued that products in the relatively new product category of low and non-alcoholic beverages such as dealcoholised wine have enormous potential in the market. Dealcoholised wine is a complex product, with several methods available to perform the dealcoholisation process and produce these beverages. Traditional dealcoholisation techniques such as blending and heat are believed to negatively impact the taste and quality of dealcoholised wines. Producers of dealcoholised wine can look at modern techniques, such as the spinning-cone column technique and reverse osmosis to create dealcoholised wines with a sensory profile similar to regular wine.

It can be argued that there is a lack of knowledge about consumer behaviour for this product category. A deeper understanding of the dealcoholised wine product, as well as how consumers behave towards the product can assist marketers to unlock the potential of this product category. Additionally, the apparent health trend presents an opportunity for producers of dealcoholised wine to provide consumers with a beverage containing the nutritional value and health benefits of regular wine, without the negative effects of alcohol.

To fully take advantage of the potential growth for the low and non-alcoholic beverage industry, marketers and beverage producers must identify and overcome potential challenges and focus on the appropriate target market(s) for products such as dealcoholised wine. Aspects of consumer behaviour, the Generation Y consumer group, and potential challenges hindering the wider acceptance of dealcoholised wine will further be explored in the following chapter.



## CHAPTER 3

# CONSUMER BEHAVIOUR, GENERATION Y AND POTENTIAL CHALLENGES HINDERING THE WIDER ACCEPTANCE OF DEALCOHOLISED WINE

### 3.1 INTRODUCTION

“If you want to know how to sell more, than you better know why customers buy.” – Steve Ferrante.

Consumer behaviour is a complex phenomenon that consists of many components and contributing factors. The needs and wants of consumers form the foundation of how and why they purchase and consume certain products. Consumer behaviour can be investigated by analysing five basic steps in the consumer decision-making process, starting with problem recognition, and ending with post-purchase evaluations (Engel, Kollat & Blackwell 1968). Insight into consumer purchase behaviour can further be gained by considering some key aspects of consumer behaviour. First, the compelling force that drives consumers to take action towards or away from a purchase, known as motivation (Schiffman & Kanuk, 2016). Consumers may also make use of intrinsic and extrinsic product attributes to make a purchase choice (Nunes *et al.*, 2016). Lastly, insights can be gained by looking at the perceptions that consumers hold, as perception affects actual behaviour (Kotler & Keller, 2016). It is also important to consider other potential influences, as the behaviour of individual consumers or groups is distinctive and may differ.

It is believed the low and non-alcoholic beverage industry is faced with some potential challenges. Several studies have suggested a number of potential challenges that may cause resistance to adopting low and non-alcoholic beverages. Poor perceived taste, high perceived price, a stigma towards not drinking alcohol, a lack of awareness, lack of availability and a potential lack of appeal to consumers (especially male consumers) are included (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2018; Silva *et al.*, 2016). To overcome these potential challenges and take advantage of the rise in interest for low and non-alcoholic

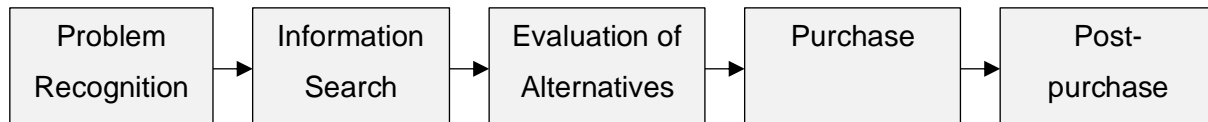
beverages, marketers and producers of dealcoholised wine should identify the consumer groups who show the most promising potential for this group of products.

One such group is the Generation Y cohort of consumers. It is believed that consumers of the Generation Y cohort are putting more thought into what food and beverages they consume than older generations did in the past. Generation Y is therefore potentially an attractive group for producers of low and non-alcoholic beverages to grow the product category.

This chapter will explore theories of consumer behaviour regarding the consumer decision-making process, the theory of reasoned action and the theory of planned behaviour. Motivation, its direction, orientation, and nature, as well as functional and emotional conceptualisations will be discussed. An overview of intrinsic and extrinsic product attributes will also be provided. Thereafter, perception and underlying perceptual processes will be discussed. Potential challenges hindering the wider acceptance of low and non-alcoholic beverages such as dealcoholised wine will be explored. The Generation Y consumer group will also be discussed. Lastly, other potential influences on consumer purchase behaviour applying to low and non-alcoholic beverages will be considered.

### **3.2 THE CONSUMER DECISION-MAKING PROCESS**

Consumer behaviour refers to the process consumers use when selecting, using and disposing of products, services and experiences to satisfy their wants and needs (Hawkins & Mothersbaugh, 2013; Kotler & Keller, 2016). The emergence of a need initiates consumers to move through a process known as the consumer decision-making process. This process is followed to address or satisfy a need or want. A five-step model was introduced by Engel *et al.* (1968) that outlines how consumers typically make a purchase decision. The basic five steps of the consumer decision-making process (Figure 3.1) include problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase process.

**Figure 3. 1 Basic model of the consumer decision-making process**

Source: Adapted from Engel *et al.* (1968)

The consumer decision-making process is initiated through recognising a problem or need (Schiffman & Kanuk, 2010). The psychological tension caused by an unfulfilled need prompts consumers to take action to address the tension (Hoyer *et al.*, 2013). Once a consumer recognises a specific need, a combination of internal and external information is gathered to help address that need. Internal information refers to information that has previously been acquired, such as previous purchasing experience. Because internal information may be limited, especially concerning new products, external information may be required to reach a decision (Schiffman & Kanuk, 2010).

External sources of information include elements of marketing stimuli, such as price and packaging, product communications and recommendations from other consumers. Consumers may rely on reference groups such as friends and family to gain additional information (Kotler & Keller, 2016). Schiffman and Kanuk (2010) argue that consumers perceive recommendations made from their own reference groups as more trustworthy than alternative sources such as marketers.

Based on the information gathered from a combination of sources, criteria are created, and options are evaluated and compared (Hoyer *et al.*, 2013). Criteria are created based on desired and undesired characteristics that may best fulfil the specific need. Consumers consider suitable options based on whether the product or offering has certain attributes that may deliver benefits specific to their need or want and can offer a solution. Products can be seen as a collection of attributes that may vary in terms of delivering benefits to consumers (Kotler & Keller, 2016). Moreover, consumers are likely to pay the most attention to attributes that will deliver the perceived benefit. The benefits and costs of various options are compared, through which a choice is made, resulting in a purchase. After a purchase is made, evaluation once again takes place as part of the post-purchase process. The actual performance of the experience or purchase is compared with the consumer's preconceived expectations or anticipated

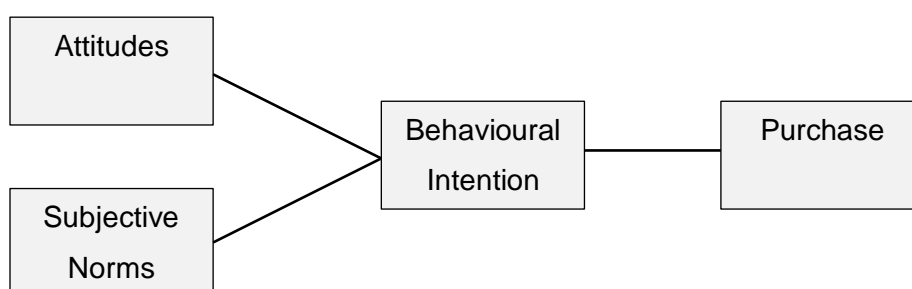
standard (Hoyer *et al.*, 2013; Schiffman & Kanuk, 2010). Depending on this comparison, satisfaction or dissatisfaction may occur. Satisfaction may lead to several positive outcomes such as repeat purchases, loyalty and positive word-of-mouth. If expectations are not met, dissatisfaction usually occurs, which may prevent repeat purchases and could lead to negative word-of-mouth (Hawkins & Mothersbaugh, 2013).

Therefore, when making a purchase decision, consumers typically go through the five stages or phases of the consumer decision-making process. The consumer decision-making process, therefore, aims to provide insight into how consumers behave when making a purchase. The purchase behaviour of consumers is influenced by many additional factors, making it a complex process with many potential influences. When investigating consumer behaviour and how the behaviour is formed, the theory of planned behaviour should be considered.

### 3.3 THEORY OF PLANNED BEHAVIOUR

The theory of planned behaviour aims to predict and understand how human action is guided in a wide range of contexts and domains and is an extension of the theory of reasoned action (Ajzen, 1991). Before addressing the theory of planned behaviour, a brief discussion of the theory of reasoned action will be provided for context. According to the theory of reasoned action, actual purchase behaviour can be predicted by the intention to purchase, which is determined by attitudes and subjective norms (Figure 3.2) (Lezin, 2017).

**Figure 3. 2 Theory of reasoned action model**



Source: Adapted from Ajzen (1991)

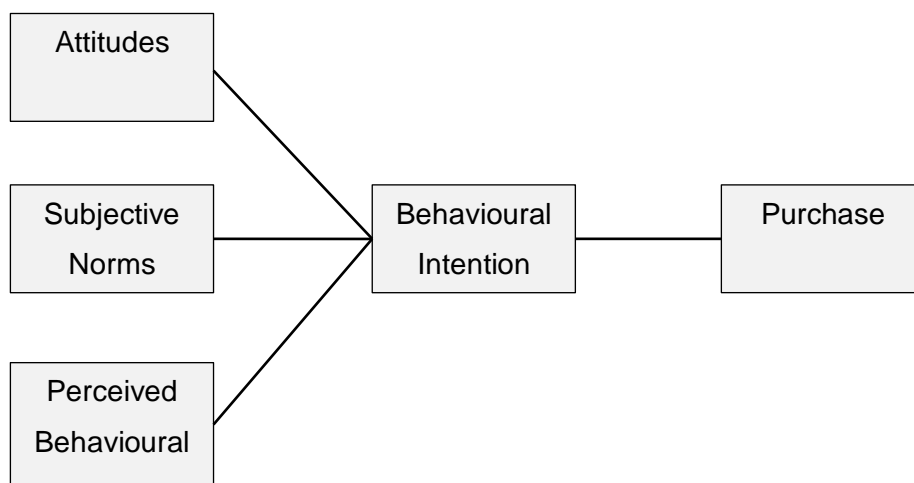
The theory of reasoned action was developed to gain insight into the relationships between attitudes, intentions and behaviours (Ajzen, 1991). According to the theory of reasoned action, behavioural intention can be considered the most important determinant of a consumer's actual behaviour (Glanz, Rimer & Viswanath, 2008). A consumer's attitude towards a certain behaviour refers to their overall evaluation of that behaviour (Ajzen, 1991). Attitudes are formed by beliefs concerning the consequences of a behaviour, as well as the negative and positive evaluations of the outcomes of that behaviour (Silva, Figueiredo, Hogg & Sottomayor, 2014). In simple terms, attitudes refer to a consumer's favourable or unfavourable evaluation of a certain behaviour. If a consumer believes that performing a behaviour will result in positive outcomes, a positive attitude will be held concerning that behaviour (Glanz *et al.*, 2008). Similarly, a negative attitude is formed if the consumer believes that performing a behaviour will result in negative outcomes.

Subjective norms are concerned with perceived social pressures (Rivaroli *et al.*, 2019). Ajzen (1991) describes subjective norms as the beliefs that one has about how others would like one to behave, known as normative beliefs, as well as the negative or positive evaluations of those beliefs (Silva *et al.*, 2014). Consumers may seek approval of reference groups and may be motivated to comply with the views of that reference group. In simple terms, a consumer holds a positive subjective norm when there is approval from reference groups to perform a behaviour, and the consumer is motivated to perform the behaviour (Glanz *et al.*, 2008). However, when disapproval to perform a behaviour is present from a reference group, a consumer will have a negative subjective norm. In summary, the theory of reasoned action aims to predict behaviour by considering attitudes and subjective norms (Figure 3.2). Limitations exist in the theory of reasoned action, as situations where behaviour is not completely under the control of the consumer are not considered (Rivaroli *et al.*, 2019).

The theory of planned behaviour (Figure 3.3) addresses the limitations of the theory of reasoned action by including a third predictor, namely perceived behavioural control, which accounts for factors outside consumers' control, which may affect behaviours. Perceived behavioural control refers to the perceived level of ease or difficulty needed to perform a specific behaviour. It is based on the perceived level of control a consumer has over a behaviour, and the level of confidence with which the consumer must perform that behaviour (Ajzen, 1991). Perceived behavioural control considers that a

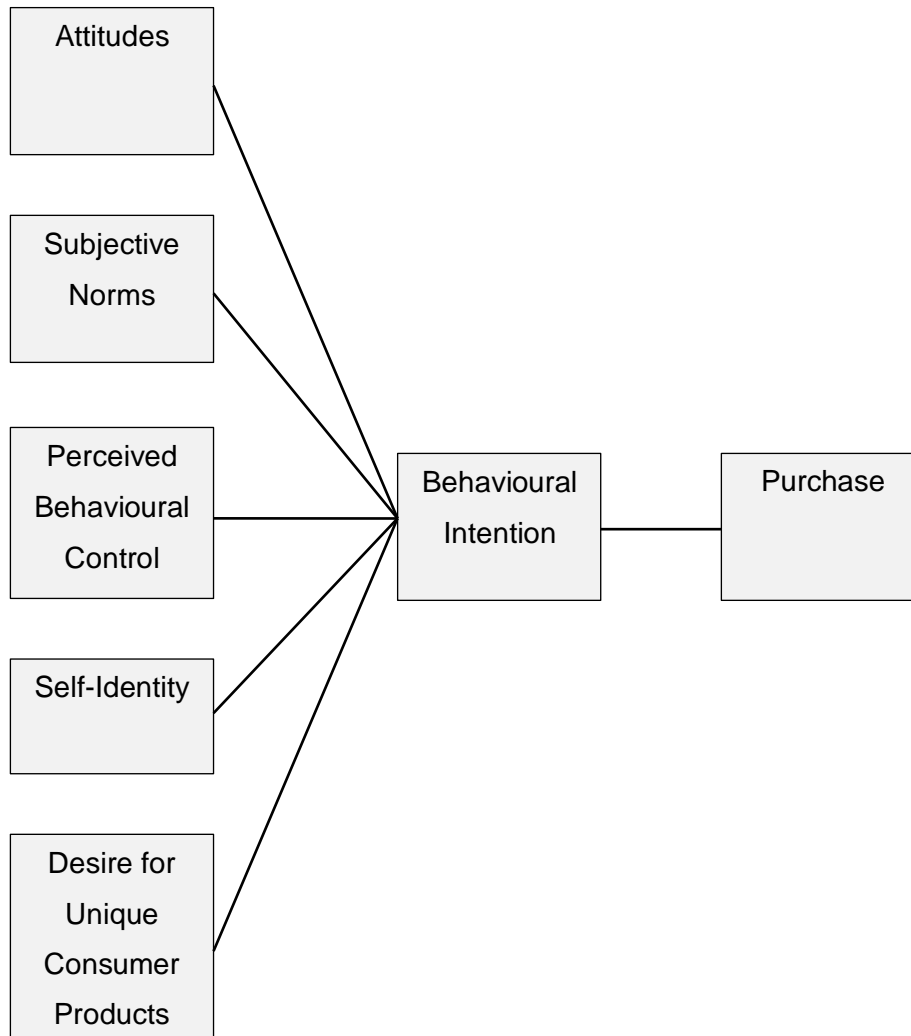
consumer's behaviour may be influenced by the availability of resources, as well as the presence of potential barriers (Hardin-Fanning & Ricks, 2017). When resource availability is high, and barriers are low, perceived behavioural control is strong. The difference between the theory of reasoned action and the theory of planned behaviour therefore lies in adding perceived behavioural control. The more favourable attitudes and subjective norms are and the greater the perceived control is, the greater a consumers' intention is towards performing a behaviour (Silva *et al.*, 2014). The theory of planned behaviour suggests that behavioural intention mediates the relationship between attitudes, subjective norms and perceived behavioural control, and actual behaviour (Rivaroli *et al.*, 2019). According to Ajzen (1991), more constructs, such as self-identity and desire for unique consumer products, can be included in the theory of planned behaviour model to increase its predictive power.

**Figure 3. 3 Theory of planned behaviour model**



Source: Adapted from Ajzen (1991)

As research can occur in many different areas of interest and contexts, the components involved in predicting behavioural intentions may differ. In a study on craft beer conducted by Rivaroli *et al.* (2019), two more constructs were added to the theory of planned behaviour model, including self-identity and desire for unique consumer products (Figure 3.4).

**Figure 3. 4 Modified theory of planned behaviour model**

Source: Adapted from Ajzen (1991) and Rivaroli *et al.* (2019)

Self-identity, which relates to consumers' self-perception, is based on identity theory. According to identity theory, consumers tend to behave consistently in line with their own identity standard (Stryker, 1987). It is argued that consumers describe their identity and role in society by making use of socially meaningful categories and tend to act consistently with their own identity standard (Rise & Sheeran, 2010). Based on self-identity, consumers may behave in certain ways and may purchase certain products as a form of self-expression (Koksal, 2019; Rivaroli *et al.*, 2019). In the study conducted by Rivaroli *et al.* (2019) concerning craft beer, self-identity was looked at in terms of the extent to which consumers see themselves as craft beer drinkers. If a consumer considers themselves to be a typical craft beer drinker, they will likely have a higher intention to consume craft beer than non-craft beer drinkers. Although self-

identity is linked to a consumer's self-perceptions, the desire to maintain a desired impression or image can also be communicated externally through a form of counter conformity (Rivaroli *et al.*, 2019).

Rivaroli *et al.* (2019) included the desire for unique consumer products as an additional predictor in the theory of planned behaviour model (Figure 3.4). A desire for unique consumer products is based on the desire of consumers to distinguish themselves from others and can be seen as an attempt to communicate the desired identity and social status. The desire for unique consumer products is rooted in ensuring that other consumers make desired identity inferences about them (Rivaroli *et al.*, 2019). Generation Y in particular places value on purchasing products that are in line with their unique identities. Consumers may behave in certain ways and make certain purchases to create an impression of themselves and their identity (Rivaroli *et al.*, 2019). The findings of the study suggest that self-identity is a predictor of an intention to consume craft beer and actual purchase behaviour. The results further highlight the effect of social pressures on consuming certain products (Rivaroli *et al.*, 2019). Consumers may consume products such as craft beer in an attempt to be nonconformist, be ahead of trends and stand out. It can be argued that the concepts of self-identity and the desire for unique consumer products can improve the predictive power of the theory of planned behaviour. It is suggested that the modified theory of planned behaviour can be applied to a range of domains in the food and beverage industry (Rise & Sheeran, 2010; Rivaroli *et al.*, 2019).

The theory of planned behaviour can be considered a useful and effective tool to gain insights into various behaviours, including on the topic of low and non-alcoholic beverages such as dealcoholised wine. Marketers and producers of dealcoholised wine should be aware of the roles of the different elements of the theory of planned behaviour when attempting to appeal to consumers. Those elements include attitudes, subjective norms, perceived behavioural control, self-identity and desire for unique consumer products. The theory of planned behaviour is useful in expanding on understanding the consumer decision-making process, and consumer behaviour. Furthermore, the theory of planned behaviour provides important context for the main focus of this study, namely motivation, preferences and perception. The underlying motivation of consumers to act or to purchase certain products may be used to explain consumer behaviour. Motives are considered a key concept in consumer behaviour.



### 3.4 MOTIVES

According to Schiffman and Kanuk (2010), motivation refers to a compelling force that drives consumers to take action and is caused by a gap between a consumer's desired and actual states. Tension occurs because of unfulfilled needs, driving consumers to take action (Kotler & Keller, 2016). Motivation, which can be described as a need-induced tension, can be considered a psychological force that leads to action (Bruwer *et al.*, 2014).

#### 3.4.1 Direction, orientation and nature of motivation

For consumers to be driven and act towards addressing a gap or tension, a corresponding goal needs to be present (Barbopoulos & Johansson, 2016). A consumer's motivation towards addressing a need or achieving a goal may differ in terms of the direction of the motive. Schiffman and Kanuk (2010) believe that motivation may occur as a force towards or away from an action, known as positive and negative motivation. For positive motivation, the consumer is driven towards an action, whereas with negative motivation the consumer is driven away from an action. For example, a consumer may be motivated to purchase or motivated not to purchase a bottle of dealcoholised wine. Motives can further be categorised as being rational or emotional, known as the orientation of the motive (Schiffman & Kanuk, 2010). The processes of fulfilling motivations can be considered to be ongoing. The goals and needs of consumers may change, and the satisfaction achieved from achieving a goal or need is usually considered temporary in nature (Borbopoulos & Johansson, 2016). New needs and goals are likely to arise. Motivation can differ in terms of direction and orientation and is dynamic in nature. The likelihood exists that consumers' motives to purchase products may differ.

In addition, motivation can further be explained in terms of needs (Barbopoulos & Johansson, 2016). Motivation is driven by utilitarian and hedonic needs. Utilitarian needs are concerned with functional benefits (for example, consuming a meal when hungry), whereas hedonic needs are emotional in nature (for example, the relaxation of drinking a glass of wine) (Gunawan, 2015). Motivation can thus be seen in terms of functional and emotional conceptualisations.

### 3.4.2 Functional and emotional conceptualisations

The conceptualisations that consumers form of a product occurs because of a combination of processes or associations. Thomson and Crocker (2014) suggest that in the context of food and beverage consumption, the experience that consumers have with a product is formed by sensory aspects, as well as mental associations.

According to Silva *et al.* (2017a) different beverages have different functional and emotional connotations. Functional connotations refer to the factors that motivate consumers to purchase and consume the product in terms of how the product will benefit or affect them (Silva *et al.*, 2016). For example, the functional associations of consuming a beer would be to quench thirst, for relaxation or to enjoy it in a social setting. A product such as wine may be associated with status, rituals and sensory aspects.

Emotions and mood are believed to play a significant role in the purchase and consumption of food and beverages (Silva *et al.*, 2017a). Therefore, consumers may experience emotional connotations that certain products communicate. Commonly, relaxation is associated with the consumption of beverages such as beer and wine. Silva *et al.* (2016) argue that emotional connotations can be categorised by emotional arousal and that these emotional connotations differ between different beverage types. High arousal emotional responses, such as feelings of energy and adventure, are associated with beer. Wine is associated with feelings of calmness and love, known as low arousal responses (Silva *et al.*, 2016). For wine, consumers regard emotional connotations as more important than functional connotations (Barrena & Sanchez, 2009; Johnson *et al.*, 2020). Therefore, the nature of the wine product is seen as more emotional than the beer product.

However, Silva *et al.* (2016) suggest that low and non-alcoholic beverages may be perceived as functionally focused. For example, low and non-alcoholic beverages may be consumed for functional reasons such as avoiding intoxication and avoiding drinking and driving. In terms of emotional associations, this category of beverages is faced with neutral or even negative responses, such as rationality and disappointment (Silva *et al.*, 2016). Beverages such as dealcoholised wine may not deliver comparable emotional associations when compared to regular wine, as associations may be more functional in nature for consuming dealcoholised wine than for regular wine.

### **3.4.3 Motives to purchase alcoholic beverages**

In general, consumers may be motivated to purchase alcoholic beverages such as wine for a number of reasons. Wine may be consumed to relax, to complement a meal, for health benefits, as well as to portray a certain image or lifestyle (Koksal, 2019). Wine may further be consumed to fulfil symbolic, utilitarian as well as experiential needs (Johnson *et al.*, 2020). Alcoholic beverages are largely used in social situations, to socialise with family and friends. The altering properties of alcohol serve to aid social cohesion and are believed to play an important role in increasing the enjoyment of life, as relaxation and pleasure occur (Brunner & Siegrist, 2011). The consumption of alcohol can create a sense of group membership and vulnerability, which facilitates the building of relationships (Johnson *et al.*, 2020). Alcoholic beverages can be defined as solidary goods, meaning there is an increased perception of value when the number of consumers consuming that good increases.

Abbey, Smith and Scott (2015) further highlight coping with stress as a motive to consume alcohol. Alcohol consumption can be regarded as a coping mechanism used to create an escape from reality. Vincke and Vyncke (2017) suggest that consumers, especially young adults, may consume alcohol to signal social status by consuming expensive alcoholic beverages publicly. Alcoholic beverages may also be used for ritualistic reasons. Motives to consume alcoholic beverages may differ based on the beverage type. For example, craft beer is largely consumed based on a desire for uniqueness and establishing an identity (Rivaroli *et al.*, 2019; Silva *et al.*, 2014). Taylor and DiPietro (2017) argue that consumers are largely motivated to consume craft beer due to the enjoyable experiential nature involved in the process of consuming craft beer.

Therefore, it can be argued that consumers are motivated to purchase and consume alcoholic beverages for several reasons. Similarly, underlying motives to purchase low and non-alcoholic beverages may exist.

### **3.4.4 Motives to purchase low and non-alcoholic beverages**

In previous studies health has been identified as a major motive behind purchasing low and non-alcoholic beverages, such as dealcoholised wine (Bruwer *et al.*, 2014; Chan, *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). Low and non-alcoholic

beverages are considered to be a healthier alternative to regular alcoholic counterparts and are perceived as useful in achieving health and fitness goals (Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016), improving diets and losing weight (Bruwer *et al.*, 2014; Chrysochou, 2014). Avoiding intoxication can also be seen as a motive for consuming low or non-alcoholic beverages, as consumers of these beverages can stay in control (Bruwer *et al.*, 2014) and it also enables them to avoid drinking and driving (Bucher, *et al.*, 2018; Chan *et al.*, 2012; Silva *et al.*, 2016). Other motives to purchase low and non-alcoholic beverages include avoiding headaches and reducing alcohol intake (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). Consumers may be socially motivated to purchase low and non-alcoholic products, as they still seek to be sociable with friends, without necessarily drinking alcohol (Chan *et al.*, 2012; Johnson *et al.*, 2020). Therefore, it can be argued that consumers may be motivated to purchase low and non-alcoholic beverages for a number of reasons, and that different levels of importance may be given to these reasons. The following hypothesis was therefore set: “There is a difference in the relative importance of potential motives of South African Generation Y consumers to purchase dealcoholised wine.”

It is additionally important to note that consumers may be motivated due to several other circumstances. For example, abstinence from alcohol may be required due to pregnancies, religious or medical reasons, being the designated driver or recovering from alcoholism. Different consumers might have different motives not to consume alcoholic beverages. Low and non-alcoholic beverages such as dealcoholised wine may present an attractive alternative for consumers abstaining from consuming alcohol. Consumers’ motives to purchase, as well as their motives not to purchase should be considered to investigate how consumers behave towards low and non-alcoholic beverages such as dealcoholised wine, as motivation is a force that may vary in terms of direction (Schiffman & Kanuk, 2010).

### **3.4.5 Motives not to purchase low and non-alcoholic beverages**

Bruwer *et al.* (2014) highlight the importance of including consumers’ motives not to purchase products such as low and non-alcoholic beverages. The study, based in Great Britain, aimed to gain insight into key consumer behaviour metrics concerning the low and non-alcoholic beverage category, focusing on lower alcohol wines. Data

were collected from a sample of 598 regular wine drinkers using an online survey. Based on the findings of the study, Bruwer *et al.* (2014) mainly attribute consumer resistance towards purchasing lower alcohol wines to a perception of poor taste and poor quality, non-availability, high perceived prices and low awareness. The authors further suggest that consumers may seek the feel effect of a full alcohol beverage that is not present in low and non-alcoholic beverages due to reduced alcohol content. The feel effect refers to the altering properties of alcohol, as chemicals such as endorphins, dopamine and serotonin are released when consuming alcohol. Moreover, consumers may seek the social approval of their friends and peers when selecting and consuming a beverage, and may feel embarrassed to be seen consuming this category of beverages (Bruwer *et al.*, 2014). Therefore, resistance towards the wider acceptance of low and non-alcoholic beverages such as dealcoholised wine may be explained, partially, by understanding the reasons why consumers may be motivated to move away from these products. The alternative hypothesis “There is a difference in the relative importance of potential motives of South African Generation Y consumers not to purchase dealcoholised wine” was therefore created.

By gaining insight into what motivates consumers towards and away from purchasing low and non-alcoholic beverages such as dealcoholised wine, producers and marketers of dealcoholised wine can improve their product offering and promotional messages to better meet the needs of consumers, and reduce aspects of the offering that may negatively motivate consumers. Therefore, the approach of additionally including motives not to purchase dealcoholised wine, suggested by Bruwer *et al.* (2014), will be employed in this study. Consumer motives to purchase or not to purchase dealcoholised wine needed to be investigated to gain a deeper understanding of consumer behaviour towards dealcoholised wine.

Insight into understanding consumer behaviour towards dealcoholised wine can further be gained by considering the intrinsic and extrinsic product attributes that consumers use when making a purchase. Therefore, in addition to motives to purchase and not to purchase a product, as well as the functional and emotional connotations surrounding that product, product attributes may be used to form the consumer’s response to a product, in this case, the dealcoholised wine product (Thomson & Crocker, 2014).

### **3.5 PRODUCT ATTRIBUTES (PREFERENCES)**

When selecting a beverage such as a wine, consumers make use of some product attributes to make a purchase decision (Nunes *et al.*, 2016; Naspetti, 2019). For complex beverages, such as wine and dealcoholised wine, consumers may have difficulty making a choice. Wine in general is a complex product category, due to various brands, grape varieties, vintages, cultivators and inconsistent tastes. These types of products generally cannot be sampled or tasted before a purchase. Therefore, some of the sensory characteristics of the wine product, such as taste, smell and consistency can only be evaluated by consumers after a purchase has been made. Consumer groups such as Generation Y who may lack sufficient experience with products such as dealcoholised wine may need to rely more heavily on these product attributes than other, more experienced or informed consumer groups (Histro & Kuhar, 2015). As Generation Y consumers are relatively young, they are likely to have significantly less experience and knowledge than older consumer groups about products such as wine in general and therefore probably dealcoholised wine as well. As a result, Generation Y consumers may rely on intrinsic and extrinsic product attributes or cues, which act as quality indicators to make a purchase decision concerning dealcoholised wine (Atkin & Johnson, 2010).

#### **3.5.1 Wine and dealcoholised wine product attributes**

Extrinsic attributes can be defined as the value-added features surrounding a product (Atkin & Johnson, 2010). Price, label, brand name and packaging act as external attributes aiding consumers to make a purchase decision about wine or dealcoholised wine. Price is commonly used as an indication of quality and to determine the value of a product (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, *et al.*, 2012; Nunes *et al.*, 2016). When considering products such as dealcoholised wine, where consumers likely have little knowledge and experience with the product, price may be used to help reach a decision (Stasi *et al.*, 2014).

The packaging, brand name and front label of a beverage play an important role in differentiating the wine product from those of competitors (Casini, Corsi & Goodman, 2009; Chan *et al.*, 2012; Chrysochou *et al.*, 2012; Lategan, Pentz & Du Preez, 2017; Nunes *et al.*, 2016). As many different types, variations and brands of wine are available, differentiation plays an important role. Consumers are likely to physically see

these elements of the product. For lower-alcohol and dealcoholised wine, it is suggested that labels can be used to increase consumption (Bucher, Frey, Wilczynska, Deroover & Dohle, 2020; Stasi *et al.*, 2014). Health-indicating labels such as “light” may for example attract the attention of consumers. However, Johnson *et al.* (2020) argue that the labelling of reduced and dealcoholised wine may negatively affect appeal to consumers and expected quality. A label may lead to the lower expected quality of a beverage, directing to a lower overall evaluation of that beverage (Bucher *et al.*, 2019). However, in a study conducted by Vasiljevic, Couturier and Marteau (2018), in a blind taste setting, the perceived quality between non-alcoholic wine and standard wine did not differ. Therefore, the label of a dealcoholised wine may influence the consumers’ expectations and perceptions of that product. The front label, packaging and brand are usually the first thing that consumers see when choosing a wine to purchase. Consumers may choose a brand that they are familiar with, recognise and trust when making a choice (Cohen, 2009). Also, the medal or award sticker (such as Platters, VIVINO Wine Style Awards, Michelangelo and Veritas Awards) displayed on a bottle may indicate the quality of a beverage without the need to have tasted it (Chrysochou *et al.*, 2012).

Normally, when purchasing a beverage, especially a wine product, consumers need to rely more heavily on extrinsic attributes to make a decision. Many intrinsic attributes cannot be accessed or judged until after the purchase has already occurred. The intrinsic attributes of a wine or dealcoholised wine refers to aspects such as calorie content, grape variety, alcohol level and sensory aspects such as taste and colour of the wine product (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). Taste can be considered as one of the most important factors in the wine purchase choice, and the evaluation thereof (Bucher, Deroover & Stockley, 2019). Taste, in the case of dealcoholised wine, has been identified as a potential challenge to wider acceptance of the product category (Chan *et al.*, 2012; Bucher *et al.*, 2019). Therefore, due to the importance attached to taste in a purchasing situation, producers of dealcoholised wine should aim to improve the taste of their offerings. The taste of a wine can also differ, based on grape variety. A large number of grape varieties exist, each with a unique taste and colour, including merlot, cabernet sauvignon, chenin blanc, and pinot noir, among others (Douglas, 2016). Also, alcohol content may influence the wine choice. According to Stasi *et al.* (2014), the alcohol content of a wine has a positive influence on a consumer’s

preference for that wine and suggests that dealcoholisation may reduce preferences. Bucher *et al.* (2018) further support this, stating that consumers may perceive a reduction in alcohol content as a reduction in the overall quality of a wine.

Information regarding intrinsic attributes is communicated on the label of the beverage, and therefore the label can be regarded as a helpful tool to producers and marketers of dealcoholised wine (Atkin & Johnson, 2010). Information regarding the intrinsic quality of the beverage can be communicated to consumers, creating expectations of the sensory experience of the beverage. This information may be used to evaluate the intrinsic aspects of the product, in this case, the dealcoholised wine product. These intrinsic attributes generally communicated on the label of a wine include aspects such as grape variety, vintage, region of origin and alcohol content.

Most previous related attribute studies have focused on regular wine (Chrysochou *et al.*, 2012; Cohen, 2009; Lategan *et al.*, 2017; Nunes *et al.*, 2016; Stanco, Lerro & Marotta, 2020), and a few on reduced or low alcohol wine (Bruwer *et al.*, 2014; Bucher *et al.* 2020; Bucher *et al.*, 2018; Bucher *et al.*, 2019). Little research has been conducted on the dealcoholised wine specifically and in the context of product attributes (Chan *et al.*, 2012). Although the literature on dealcoholised wine is extremely limited, several related studies have identified a list of attributes that consumers commonly use as product attributes when making a purchase decision. These attributes include taste, attractive front label, information on the back label, someone recommended it, in-store promotion, award, matches my food, read about it, information on shelf, brand, region of origin, alcohol level and grape variety (Bruwer *et al.*, 2014; Chrysochou, *et al.*, 2012; Cohen, 2009). Therefore, for this study, there is a need to explore and confirm the list of attributes for the context of dealcoholised wine and South African Generation Y consumers.

Consumers can make use of a combination of intrinsic and extrinsic product attributes to aid them in making a purchase decision. The dealcoholised wine product is comprised of a combination of complex attributes, for example, taste, price, front label and brand, that consumers may look at in a purchase situation. By gaining an understanding of the intrinsic and extrinsic product attributes that consumers deem important and use to choose dealcoholised wine, marketing strategies can be developed highlighting attributes that are deemed important. Product offerings can be



improved to better meet and address consumer needs. Therefore, the alternative hypothesis “There is a difference in the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine” was derived. Deeper insight into consumer behaviour can be gained by additionally considering the perceptions that consumers hold of a product or product category, such as dealcoholised wine.

### **3.6 PERCEPTIONS**

Perception refers to the process of identifying, organising and analysing stimuli in a manner that is meaningful to create a coherent picture of the world. Marketers have a great interest in perceptions as they can affect the actual behaviour of consumers (Kotler & Keller, 2016). A consumer’s perceptions begin to be formed when exposed to sensory stimuli, which refer to an input of the five senses including sight, hearing, smell, taste and touch. Through these perceptions, consumers recognise a consumption problem (Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliot and Klopper, 2015). Nonetheless, consumers do not all perceive stimuli in the same way.

Perceptions are believed to differ among individuals and product categories, as specific values, expectations and needs play a role in interpreting stimuli under the same conditions (Schiffman & Kanuk, 2010). Therefore, different consumer groups in different contexts may interpret stimuli differently, forming different perceptions. This difference is believed to occur due to some perceptual processes, namely selective distortion, selective retention and selective attention (Kotler & Keller, 2016).

#### **3.6.1 Selective attention, distortion and retention**

Consumers are exposed to a large number of stimuli, competing for both voluntary and involuntary attention, which may cause clutter. As a result, consumers tend to screen out some stimuli. Since consumers cannot internalise all stimuli that they are exposed to, selective attention is used to determine which stimuli to ignore, and which to take note of (Lamb *et al.*, 2015). For example, when faced with the choice of choosing a bottle of wine or dealcoholised wine, consumers cannot pay attention to every bottle. Stimuli that are related to the current need of the consumer or can be anticipated by

the consumer are likely to be noticed (Kotler & Keller, 2016). The second perceptual process is known as selective distortion. Selective distortion occurs when consumers distort or change their interpretation of the stimuli if they conflict with their own personal beliefs and preconceptions (Lamb *et al.*, 2015). Consumers tend to try to make new information fit with their existing values and ideas. Last, selective retention may occur. The process of selective retention occurs when consumers forget information that is not in line with their pre-existing attitudes and beliefs. Only the information that is in support of these beliefs is used by consumers in this case (Lamb *et al.*, 2015). Consumers may tend to recall the positive aspects of a product and may forget the positive aspects of a competing product or brand (Kotler & Keller, 2016). Therefore, producers and marketers of dealcoholised wine should create offerings keeping in mind that creating a good product perception may be influenced by the three discussed perceptual processes.

Therefore, perceptions may form differently across different consumers due to the discussed perceptual processes. Gaining insight into the perceptions that consumers hold provides insight into their behaviour towards a product, in this case dealcoholised wine.

### **3.6.2 Perceptions of low and non-alcoholic beverages**

In the context of low and non-alcoholic beverages and the perceptions that consumers have thereof, the literature is limited. A few studies have gained insight into perceptions of light beer, reduced alcohol wine and dealcoholised wine products. Chrysochou (2014) found that light beer is perceived as a healthier alternative to regular beer but may be perceived as “fake” beer. The findings of the study suggest that light beer is predominantly appealing to a female consumer market and may have a lack of appeal to male consumers. The issue of poor perceived taste was identified across some studies, relating to several low and non-alcoholic beverage types including light beer, reduced alcohol wine and dealcoholised wine (Bucher *et al.*, 2018; Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou, 2014). In addition, in terms of taste, dealcoholised wine has been found to be perceived as being tasteless, like water or tasting similar to fruit juice (Chan *et al.*, 2012). Therefore, it could be argued that alcohol in wine can be regarded as a key ingredient for many consumers (Johnson *et al.*, 2020). Bruwer *et al.*

(2014) suggest that due to perceived poor taste, the overall perceived quality of these low and non-alcoholic products is reduced.

It is evident that despite being perceived as a healthier alternative to alcoholic beverages, overall, several negative perceptions exist about low and non-alcoholic beverages. Therefore, further insight into how products such as dealcoholised wine are perceived needs to be gained. Marketers and producers of dealcoholised wine can therefore gain insights into consumer behaviour and their decision-making process by considering three fundamental concepts, namely motivation, preferences (in terms of product attributes) and perceptions. Investigating the preferences, motives (to purchase and not to purchase) and perceptions of South African Generation Y consumers in terms of dealcoholised wine will aid marketers and producers of dealcoholised wine to improve their offerings and better meet the needs of consumers, allowing them to take advantage of potential opportunities in the low and non-alcoholic beverage industry.

Therefore, based on the review of literature, it is clear that there is significant potential opportunity for the growth of the dealcoholised wine product, if insight is gained into the preferences, motives and perception of consumers toward dealcoholised wine. However, the review of literature also highlights a number of potential challenges that may prevent the wider acceptance of products such as dealcoholised wine, that producers and marketers of dealcoholised wine should consider.

### **3.7 POTENTIAL CHALLENGES HINDERING WIDER ACCEPTANCE**

Although research on the topic of low and non-alcoholic beverages is scarce, several related studies have identified some potential challenges hindering the wider acceptance of the product category. Taste, price, a lack of awareness and availability as well as a negative stigma attached to not drinking are included (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019; Silva *et al.*, 2016). The wider acceptance of low and non-alcoholic products is primarily believed to be prevented by problems surrounding taste.

### 3.7.1 Taste

Taste has largely been identified as the most important consideration in a wine purchase decision. Some preference studies in the field of beverages have identified that consumers put importance on having tasted the beverage before completing a purchase (Casini *et al.*, 2009; Chrysochou *et al.*, 2012; Lategan *et al.*, 2017; Nunes, *et al.*, 2016). Therefore, it can be said that consumers largely base their beverage choice on what they are familiar with and strongly base their purchase decision on taste.

Several authors have identified taste as a prominent potential challenge to the wider acceptance of products such as dealcoholised wine (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016; Saliba, Ovington & Moran, 2013). Despite the increased interest for non-alcoholic beverages, a lack of taste and aroma is still hindering the wider acceptance of these products. The low and non-alcoholic beverages category faces the challenge of a general poor taste perception of products that fall into the “light” category (Bucher *et al.*, 2018; Chrysochou, 2014).

Low and non-alcoholic beverages have a reputation for having a comparatively poor taste or being tasteless, compared to their regular alcohol counterparts (Connolly, 2019). Despite having a similar sensory and nutritional profile, alcohol-free beverages do not seem to appeal to consumers as much as their alcoholic counterparts (Silva *et al.*, 2017b). A poor perceived taste may be the result of the loss of taste and aromas during the dealcoholisation process. As many traditional methods of alcohol reduction rely on heat and evaporation, taste and aroma may be impacted negatively, influencing the perceived taste of the final product. Although products such as dealcoholised wine aim to replicate the complex, full-bodied taste of full alcohol wine, the act of lowering or removing the alcohol concentration may impact the sensory qualities of the beverage. It is believed that much of the flavour of a wine is complemented and carried by the alcohol itself within the beverage (Distill Ventures, 2019). The lack of taste present in dealcoholised wine may be a potential challenge to wider acceptance (Bucher *et al.*, 2019).

There is therefore a need to choose and improve appropriate dealcoholisation methods and technologies to enhance the taste of these beverages to create a taste that is

flavourful and satisfying to consumers. The development of modern techniques of alcohol reduction such as reverse osmosis and the spinning-column cone technique are focused on reducing alcohol content, while attempting not to interfere with the sensory quality and taste of the beverage (Mangindaan *et al.*, 2018).

Bucher *et al.* (2018) argue that consumers use taste to assess the overall quality of a product. Taste can therefore be seen as an indication of quality. Therefore, taste is considered an important consideration for repeat purchases. For low and non-alcoholic beverages, consumers do not want to compromise on taste and expect a taste that is similar to that of full alcohol counterparts (Distill Ventures, 2019). If the taste of a beverage is therefore not comparable to its regular alcohol counterpart, consumers will not be likely to make a purchase (Mangindaan *et al.*, 2018). It is therefore suggested that producers of dealcoholised wine should invest time and resources into developing and improving the taste of their offerings, as a poor perceived taste may prevent wider acceptance of this category of products. If improved in terms of taste, products such as dealcoholised wine can be appealing to a wider audience.

Similarly to taste, the price of a product can be seen as a product cue in a purchase decision.

### **3.7.2 Price**

Price is used to indicate value from both a buyer and a seller's perspective (Nunes *et al.*, 2016). In situations where a consumer may have limited knowledge of a product, the price may act as a proxy for the quality of that product.

Due to the complex additional chemical processes that are involved in the dealcoholisation process, low and non-alcoholic beverages are usually priced similarly to their alcoholic counterparts (Distill Ventures, 2019). Consumers may not necessarily be aware of the additional steps in the production process (Bucher *et al.*, 2019). Several studies suggest that consumers have a lower willingness to pay for light or alcohol-free products (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019). Stasi *et al.* (2014) further argue that consumers will not prefer dealcoholised wine over regular, full alcohol wine unless it is sold at a lower price. This apparent low willingness to pay can be attributed to the

perception that as low and non-alcoholic products contain less alcohol than their regular alcohol counterparts, there is a “reduction in product”. Simply put, there is a perception of there being ‘less’ product because there is less alcohol concentration. The expectation of consumers to pay less for low and non-alcoholic beverage products may be attributed to consumers’ perception that a reduced alcohol content suggests a lower quality product (Bucher *et al.*, 2018).

The price of products such as dealcoholised wine can therefore be perceived as too high, which may lead to a sense of feeling cheated. The wider acceptance of low and non-alcoholic beverages may potentially further be hindered by a stigma attached to not drinking alcohol.

### **3.7.3 Stigma attached to not drinking alcohol**

The consumption of alcoholic beverages has occurred for thousands of years and has become deeply embedded in life and cultures around the world. Alcohol also plays a significant role in the context of socialising, social cohesion and social settings, and has become a common part of socialising (O’Brien, 2019). Alcohol consumption, particularly in young adults, is heavily influenced by social pressures from peers, friends and family (O’Brien, 2019). Consumers may feel pressured to consume alcoholic beverages, due to the fear of sacrificing social experiences (Distill Ventures, 2019). Alcoholic beverages have long been promoted and framed in a way to promote an image that links consuming alcohol to the idea of a good, meaningful life (Entis, 2018).

Because of the deeply rooted presence of alcohol in society and culture in general, there is an apparent stigma attached to low and non-alcoholic beverages. Responses to not drinking alcohol are still largely negative and may lead to awkward and uncomfortable situations, such as being questioned, judged or pressured into drinking alcohol (Hughes, 2017; Williams, 2019). Bruwer *et al.* (2014) believe that because of pressure consumers may feel a certain level of embarrassment when consuming low or non-alcoholic beverages. Alcoholic beverages such as wine and beer have deep cultural and social roots, whereas low and non-alcoholic beverages have no cultural roots at all (Silva *et al.*, 2017a). Bucher *et al.* (2019) claim that both wine producers and consumers may hold “snobbish” attitudes towards low and dealcoholised wine.

Therefore, consumers, in general, may be hesitant to consume low and non-alcoholic beverages, such as dealcoholised wine, because of the negative stigma, and fear of being judged or standing out. Of all consumer groups, the Generation Y cohort of consumers may be less hesitant than other generational groups, as they tend to be open to new ideas and trying new products (Hoyer, 2017; Ordun, 2015). According to Chrysochou (2014), Generation Y consumers have influence over the decision making of other groups. There is therefore a need to increase awareness and educate consumers about low and non-alcoholic beverage alternatives to increase acceptance of the consumption of low and non-alcoholic beverages in social settings.

#### **3.7.4 Lack of awareness and availability**

Despite the large growth that the low and non-alcoholic sector has experienced and the increased demand for these products, the product category is still faced with low consumer awareness and limited availability (Bucher *et al.*, 2018; Chan *et al.*, 2012; Distill Ventures, 2019; Napsetti, 2019). The wider acceptance of low and non-alcoholic beverages is hindered by low levels of familiarity with the products (Bucher *et al.*, 2018). Consumers are seemingly not aware of low and non-alcoholic and are unsure of where to find them (Bruwer *et al.*, 2014; Naspetti, 2019). Statistically, 70% of potential consumers in the American market have not even considered trying this category of beverages (Distill Ventures, 2019). This apparent lack of awareness is further highlighted in a study by Chan *et al.* (2012) in Malaysia. Only 22% of respondents were aware of the existence of dealcoholised wine, whereas only 8,5% of respondents had personally consumed it (Chan *et al.*, 2012).

The lack of availability and apparent confusion on where to purchase low and non-alcoholic beverages may further prevent wider consumption. Distill Ventures (2019) argue that non-alcoholic beverage options are not sufficiently advertised or displayed, especially on menus for on-premise consumption (at bars). It is suggested that bars include a section or a stand-alone menu dedicated to low and non-alcoholic beverages to combat this issue.

A lack of awareness and availability of low and non-alcoholic products such as dealcoholised wine can therefore be considered a potential challenge to the wider

acceptance of dealcoholised wine. There is a need to improve awareness of low and non-alcoholic beverages, to reach a potentially large group of consumers. For South Africa, an additional potential challenge to the wider acceptance of dealcoholised wine may be present due to an apparent low local preference for wine in general.

### **3.7.5 South African wine consumption**

The inception of wine production in South Africa is believed to be linked to the establishment of a supply station in Cape Town by the Dutch East India Company (Ellerman, 2015). The station in Cape Town served as a fresh produce stop for ships on the spice route to India (Ellerman, 2015). It was here that Jan van Riebeeck was tasked to manage the station, where he planted the first grapes to produce wine in 1655 (Top Wine, 2019). Subsequently, the first South African wine was produced from these grapes in 1659 (Ellerman, 2015). Because of the climate conditions, mountains and valleys, the wine industry grew rapidly and can be considered one of the biggest and oldest commercial activities in the country. According to Ellerman (2015), the South African wine industry grew even more on a global scale after the fall of apartheid in 1994, as the embargo on South African exports was lifted.

South Africa, as the 9<sup>th</sup> largest producer of wine in the world, has gained wide recognition globally for its wines. In 2018, 9.5 million hectolitres of wine were produced, according to the Statistical Report on World Viticulture published by IOV (International Organisation of Vine and Wine) (OIV, 2019). The wine industry plays an important role in the local economy, providing roughly 300 000 jobs (WOSA, 2018). The wine industry in South Africa boasts a long history, during which it developed into one of the primary wine producers of the world.

Despite South Africa's position as a major global producer of wine, the local consumption of wine is relatively low. According to OIV (2019), 4.3 million hectolitres of wine were consumed locally in 2018. When considering the market share of wine compared to other alcoholic beverages, it is apparent that wine is not the alcoholic beverage of choice for South Africans. The South African drinks market is dominated by beer, with 56% of the market share, and wine having only 18% of the market share (WHO, 2018). It is therefore evident that South African consumers are choosing other beverages over wine and it could be argued that South Africa does not have a wine-



drinking culture. This low local preference for wine may be a potential challenge to the acceptance of alcohol alternatives such as dealcoholised wine, which, like wine in general, may not be the apparent beverage of choice for South African consumers.

Several potential challenges are evident that may prevent the wider acceptance of low and non-alcoholic beverages such as dealcoholised wine. To overcome the discussed potential challenges, and take advantage of the rise in interest for low and non-alcoholic beverages, marketers and producers of dealcoholised wine should identify the consumer groups that show the most promising potential for this group of products. One such group is the Generation Y cohort of consumers.

### **3.8 THE GENERATION Y CONSUMER GROUP**

A generational cohort refers to a group of consumers born in the same period, and as a result are exposed to similar experiences during their early lives. The Generation Y cohort of consumers, alternatively known as millennials, refers to a group of individuals born between 1980 and 2000 (Nielsen, 2015; Pelet & Lecat, 2014). Although there are some variations in the definitions of time frames of Generation Y consumers, for this study, the time frame of 1980 to 2000 is used. As the largest portion of the South African population, Generation Y consumers are significant to marketers and are gaining an increased presence in the workforce (StatsSA, 2019). These individuals are known to have high purchasing power and influence over the purchase decisions of other consumer groups. The group is considered to consist of future decision-makers (Chrysochou, 2014; Kanonuhwa & Chimucheka, 2014). According to Richardson (2018), overall, the life expectancy of the Generation Y cohort is higher than that of other generational groups, with a higher level of education.

The Generation Y cohort of consumers has been identified as having a strong orientation towards healthier lifestyles and emphasise health factors when making a purchase (Chrysochou, 2014). For example, older generational groups tend to focus on value and price in a purchase situation. Generation Y consumers focus on factors such as calorie content, nutritional value, as well as ethical sourcing of the products (Hoyer, 2017). Generation Y consumers tend to be more thoughtful than older generational groups about what they eat and drink (Chang *et al.*, 2016). Geller (2016)

found that 95% of Generation Y consumers attach significant importance to their health. In addition, Generation Y consumers place emphasis on how they appear to others, which may play a role in the beverages they choose to drink (Harrington *et al.*, 2012).

Generation Y consumers may be willing to pay higher prices for products that are in line with how they see themselves (Hoyer, 2017). Rivaroli *et al.* (2019) argue that Generation Y consumers may for example purchase certain products as a form of self-expression. Generation Y consumers tend to be open to new ideas and trying new products (Hoyer, 2017). Because of the group's open-mindedness, and openness towards innovation, Generation Y consumers are an attractive consumer group for new products such as dealcoholised wine (Ordun, 2015).

Previous studies have identified Generation Y consumers as the most promising group for the low and non-alcoholic market. This cohort has the highest demand, as they have begun to move away from alcohol towards a healthier lifestyle (Cummins, 2019; O'Brien, 2019; Hughes, 2017). For alcohol consumption, Generation Y consumers are less likely to drink than consumers belonging to the Generation X and Baby Boomer groups (Hoyer, 2017). The levels of binge drinking have decreased from 32% in 2005 to 23% in 2017 (Richardson, 2018). Despite an apparent general decrease in interest in alcohol, a growing interest by Generation Y in wine has been observed, particularly for lighter styles of wine (Bruwer *et al.*, 2014).

Therefore, Generation Y consumers can be considered a promising target market for low and non-alcoholic alternatives such as dealcoholised wine. The behaviour of consumers within generational groups is influenced by aspects such as social values and lifestyles (Ordun, 2015). Country-specific context can also influence consumer behaviour, and therefore, similar behaviour between Generation Y consumers in different countries cannot be assumed (Fountain and Lamb, 2011).

### **3.8.1 Country-specific context, cohort theory and socialisation**

Originally introduced by Karl Mannheim (1952), the generational cohort theory states that the external social, economic, political and cultural events that are experienced by a group of consumers during their adolescent and early adulthood years lead to shared

values and behaviours within the group. Koksall (2019) highlights that every generational cohort possesses shared characteristics because of shared experiences and form generational identities. It is argued that the behaviour of consumers within a generational cohort may differ across different countries due to different contexts and cultures (Fountain & Lamb, 2011). According to Mueller, Remaud and Chabin (2011), the social, political and economic contexts that consumers are exposed to in their adolescence and early adulthood form a generational identity that is country-specific.

Knowledge, attitudes and behaviours are learned through consumer socialisation. Consumers of different cultures are rooted in their respective culture and roles, and therefore may behave differently to consumers of other cultures. In the context of beverage consumption, drinking can be regarded as a learned behaviour transferred through culture (Shahzad, Khattak & Shahzad, 2013). For example, South African Generation Y consumers were born before or close around the end of apartheid. As a result, members of this group witnessed rapid change (social, political and economic), and as a result are believed to be resilient and optimistic (Thompson, 2018). Furthermore, as a developing country, Generation Y consumers in South Africa are believed to adopt online shopping slower than their counterparts in developed countries (Pentz, du Preez & Swiegers, 2020). South African Generation Y consumers are believed to often base a purchase decision on status and image, in an attempt to portray material success (Mokonotela, 2020). The unique context of South African Generation Y consumers for this study must be considered. As Generation Y consumers likely have limited knowledge and experience with wine products, it is important to also consider the potential influence of knowledge and experience on purchase behaviour (Histro & Kuhar, 2015).

### **3.8.2 Knowledge and experience**

It is believed that a consumer's knowledge of and experience with a product or product category influence their purchasing behaviour. According to Schiffman and Kanuk (2010), consumers form pre-purchase expectations based on knowledge, experience or familiarity with a product. Knowledge and experience are used to make purchase decisions and are retrieved from memory when a decision needs to be made. Knowledge can commonly be categorised into subjective and objective knowledge. The distinction lies in that knowledge that is objective refers to the actual knowledge

that consumers have, whereas subjective knowledge refers to the knowledge that consumers think they have.

Lockshin and Knot (2009) maintain that in general, consumers do not possess adequate knowledge concerning new products. When considering products such as dealcoholised wine, which is relatively new, consumers are likely to have insufficient experience and knowledge. In the context of the complex product of wine in general, it can be argued that consumers, especially Generation Y consumers, may have limited knowledge and experience with the product (Histro & Kuhar, 2015). Knowledge and experience with the wine product are accumulated over time, as consumers age. Research also indicates that consuming wine increases linearly over the lifespan of consumers (Bruwer *et al.*, 2014). Barber *et al.* (2006) further highlight that the wine product is complex and is based on experience in terms of taste and smell, but usually cannot be tasted before a purchase is made. The quality of a wine is therefore largely judged based on experience with that wine (Koksal, 2019).

Therefore, marketing relatively new products such as dealcoholised wine should be approached keeping in mind that Generation Y consumers may lack knowledge, especially objective knowledge and experience with the complex product category of dealcoholised wine. When considering Generation Y consumers' behaviour towards dealcoholised wine, the potential influence resulting from apparent differences between male and female consumers related to alcohol consumption must be reflected (Chrysochou, 2014; Bruwer *et al.*, 2014; Lakshmi, Niharika and Lahari 2017; WHO, 2018).

### **3.9 GENDER DIFFERENCES IN ALCOHOL CONSUMPTION**

In addition to aspects of consumer behaviour such as preferences, motives and perception, as well as appropriate audiences, potential differences between genders concerning dealcoholised wine should be considered. Differences between male and female consumers in terms of alcohol consumption patterns will be discussed, as well as the gender-specific appeal of alcoholic, low and non-alcoholic beverages.

### **3.9.1 Alcohol consumption patterns of male and female consumers**

Some differences in per capita alcohol consumption are evident when comparing male and female consumers. The global per capita consumption of alcohol (in terms of litre pure alcohol) is 16.2 litres for male and 2.7 litres for female consumers (WHO, 2018). Three-quarters of alcohol-related deaths occur in men (WHO, 2018). According to the 2018 Global Status Report on Alcohol and Health, overall, more male consumers are drinkers than female consumers, and also tend to drink more when they are drinking. Globally, 237 million men have alcohol use disorders compared with 46 million women (WHO, 2018). In terms of overall alcoholic beverage consumption, male consumers consume significantly more than female consumers. Johnson *et al.* (2020) argue that gender norms play an important role in determining the drinking behaviour of consumers and that frequent and heavy alcohol consumption is largely masculine. Male consumers are believed to consume alcohol to signal power to conform with expected norms (Johnson *et al.*, 2020). Therefore, there may be differences in the way in which male and female consumers behave towards alcoholic beverages. Lakshmi *et al.* (2017) maintain that certain products may be perceived as being gender-specific.

### **3.9.2 Gender-specific appeal of alcoholic, low and non-alcoholic beverages**

For alcoholic beverages, beer is traditionally considered to be a masculine drink, while wine may have a more feminine characteristic and appeal (Chang *et al.*, 2016). Interestingly, although beer is seen as a masculine drink, light beer has been identified as more appealing to female consumers (Pierson, 2015). This notion is supported in a study conducted by Chrysochou (2014), who found that women are more likely to belong to the light beer group than their male counterparts. Buyers of lower ABV beverages consist mostly of younger females (Bruwer *et al.*, 2014). In a study concerning sparkling mock wines, overall expected liking was significantly higher for female consumers than male consumers (Naspetti, 2019). For lower alcohol wines, female consumers were identified as the primary group interested in and purchasing these products (Bucher *et al.*, 2018). Saliba *et al.* (2013) support these findings, reporting that consumers of low-alcohol wine are predominantly female and that female consumers are more interested in low-alcohol wine than male consumers. It can therefore be said that there may be differences in the way male and female consumers think about, select and consume alcoholic as well as low and non-alcoholic beverages such as dealcoholised wine. Therefore, the following alternative hypotheses were

created : “There is a difference in the relative importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers”, “There is a difference in the relative importance regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers”, “There is a difference in the relative importance regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers”, and “There is a difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers”.

Therefore, products such as dealcoholised wine, which fall into the low and non-alcoholic beverage product category, may lack an appeal to male consumers due to the associations between masculinity and alcohol. There may be a need for gender-specific promotions when attempting to make low and non-alcoholic beverages such as dealcoholised wine appealing to consumers. Therefore, this study will investigate the preferences, motives and perceptions of both male and female South African Generation Y consumers in terms of dealcoholised wine.

### **3.10 CONCLUSION**

Consumers go through a series of steps when making a purchase, including problem recognition, information search, evaluation of alternatives, purchase and post-purchase processes (Engel *et al.*, 1968). According to the theory of planned behaviour, several factors lead to a certain behaviour. The attitudes, subjective norms and perceived behavioural control of consumers (Ajzen, 1991), as well as their self-identity and desire for unique consumer products (Rivaroli *et al.*, 2019), typically lead to an intention to behave or a behaviour. Several key factors of consumer behaviour need to be investigated to gain a deeper understanding of how consumers behave and how that behaviour is formed. Motivations may differ in terms of direction, as a consumer may be motivated towards or away from a behaviour. It is therefore important to consider not only what motivates consumers to purchase dealcoholised wine, but also what may motivate them not to purchase these products (Bruwer *et al.*, 2014). When purchasing products such as dealcoholised wine, consumers may rely on attributes of the product. Marketers and producers of dealcoholised wine need to recognise attributes that are significant in the purchase situation. These attributes must be

designed and communicated to appeal to relevant consumer groups such as the Generation Y consumer group. Lastly, an understanding of how the dealcoholised wine product is perceived needs to be gained.

Therefore, there is a need to investigate the motives (to purchase and not to purchase), preferences and perceptions of South African Generation Y consumers concerning dealcoholised wine. By understanding the key underlying factors of consumer behaviour, a potentially wide audience can be reached and addressed in more effective ways. The research design and methodology of this study was designed accordingly. Details of the research design and methodology are discussed next.

## CHAPTER 4

### RESEARCH METHODOLOGY

#### 4.1 INTRODUCTION

“Research is formalising curiosity. It is poking and prying with a purpose.” – Zora Neale Hurston.

An extensive literature review led to the discovery that there is a need to gain more insights into the motives, preferences and perceptions of male and female Generation Y consumers in terms of the dealcoholised wine product. Therefore, there was a need to conduct further primary research into the topic, which requires a clearly planned research design and methodology. Appropriate research types, categories, techniques and data collection instruments need to be chosen. Furthermore, a suitable sample plan is required to collect data from a sample that meets the needs of the study. Elements of the sampling plan include identifying a target population, selecting a sampling technique, and determining a sample size. Once data is collected, data analysis techniques need to be employed, allowing for results to be analysed and interpreted. All of the discussed methodological elements, as they relate to this study, are addressed in this chapter. Before making methodological decisions, it is important to first gain an understanding of the research process.

#### 4.2 THE RESEARCH PROCESS

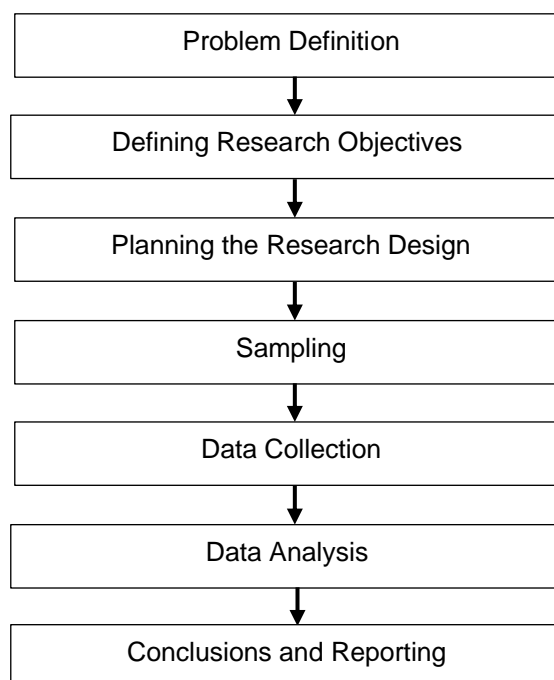
Marketing research can be defined as “the function that links the consumer, customers, and the public to the marketer through information” (Lumen, 2020:1). The information gathered through marketing research can be interpreted and used in a number of ways. Opportunities and problems can, for example, be identified and defined, leading to the generation of better refined and suitable marketing actions, while clarifying ambiguous situations. Research aims to obtain information to fill gaps created by opportunities or problems. Furthermore, marketing research allows organisations to better define the current situation, as well as monitoring current marketing performance (Lumen, 2020). Marketing research can also play an important role in determining the



potential of new products or services and is often conducted directly with consumers. As it is the aim of marketing research to accurately reflect information, research should be conducted impartially and without bias. To collect data that is reliable, valid, truthful, and usable, all aspects of the marketing research process must be carefully designed and planned.

Generally, marketing research follows several steps, known as the marketing research process. This process sets out clear guidelines to conduct research effectively. As indicated in Figure 4.1, the steps include: 1) defining the problem, 2) defining research objectives (primary and secondary), 3) planning the research design, 4) identifying a suitable sample, 5) collecting data, 6) analysing the data (descriptive and inferential), 7) formulating conclusions and preparing a report (Babin & Zikmund, 2016).

**Figure 4. 1 The Research process**



Source: Adapted from Babin and Zickmund (2016)

Firstly, a research gap is identified and formulated in a problem statement. This gap is generally identified by conducting a comprehensive literature review on the relevant topic at hand. Based on a clearly defined problem, primary and secondary objectives are formulated. Research objectives describe what the study aims to achieve. To

address research objectives, an appropriate research design needs to be set out. Suitable methods and procedures needed to collect required information which must be identified. Furthermore, it is important that information is also collected from a suitable sample. Once data has been collected, descriptive and inferential statistics are used for analysis, the results of which are interpreted, and conclusions are drawn. The research process, as it applies to the study at hand, will be discussed in more detail next, starting with the definition of the problem that was identified.

### **4.3 PROBLEM DEFINITION**

Alcohol, one of the most widely produced and consumed substances on earth, has played an important role in the lives of many human beings for thousands of years (Curry, 2017; Plank and West, 2017). However, a growing interest in low and non-alcoholic beverages is evident (Bucher *et al*, 2018). The apparent rise in interest for lower and non-alcoholic beverage alternatives is believed to be attributable to a shift towards consumer health-consciousness and a greater focus on wellness and mental well-being (Chang *et al.*, 2016; O'Brien, 2019).

Despite the significant growth that the low and non-alcoholic beverage sector has experienced and the increased demand for these products, many issues are still faced within this product category. Previous studies have identified several potential challenges prohibiting a wider acceptance of the product category, including aspects such as taste, price, a lack of awareness and availability, and a stigma attached to not drinking alcoholic beverages (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019; Silva *et al.*, 2016). Additionally, although the industry has seen significant growth, not all low and non-alcoholic beverages have had equal market success. Although dealcoholised wine, for example, has had far less market success than light and alcohol-free beer, it is believed that this product category has enormous potential in the years to come (Bucher *et al.*, 2018).

To take full advantage of the potential growth in the industry, marketers and producers of dealcoholised wine must identify and focus on potentially attractive consumer groups. One cohort in particular, namely Generation Y consumers, have begun to adopt a healthier lifestyle, making them an attractive group for products such as

dealcoholised wine (Cummins, 2019; Hughes, 2017; O'Brien, 2019). There is, however, a dearth of knowledge about Generation Y consumers' behaviour towards dealcoholised wine, as well as the potential challenges that might be hindering their wider acceptance of the product category. To address this knowledge gap, take advantage of emerging trends, and gain insights into the behaviour of South African Generation Y consumers towards dealcoholised wine, there was a need to conduct this study, gaining insight into the motives, preferences and perceptions of South African Generation Y consumers of dealcoholised wine.

## **4.4 RESEARCH OBJECTIVES**

The following primary and secondary objectives were formulated for this study.

### **4.4.1 Primary objective**

- To investigate the motives, perceptions and preferences of South African male and female Generation Y consumers of dealcoholised wine.

### **4.4.2 Secondary objectives**

- To investigate the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine.
- To investigate whether there is a difference regarding the importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers.
- To investigate potential motives of South African Generation Y consumers to purchase dealcoholised wine.
- To investigate whether there is a difference regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.
- To investigate potential motives of South African Generation Y consumers not to purchase dealcoholised wine.

- To investigate whether there is a difference regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.
- To investigate potential perceptions of South African Generation Y consumers of dealcoholised wine.
- To investigate whether there is a difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers.

## **4.5 HYPOTHESES**

The following hypotheses were formulated based on the review of literature:

- H01: There is no difference in the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine.
- H02: There is no difference in the relative importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers.
- H03: There is no difference in the relative importance of potential motives of South African Generation Y consumers to purchase dealcoholised wine.
- H04: There is no difference in the relative importance regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.
- H05: There is no difference in the relative importance of potential motives of South African Generation Y consumers not to purchase dealcoholised wine.
- H06: There is no difference in the relative importance regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.
- H07: There is no difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers.

## **4.5 RESEARCH DESIGN AND METHODOLOGY**

To address the objectives, and collect data that is valid and reliable, all steps and aspects of the research must be carefully planned and designed. The research design and methodology of a study is largely influenced by the research paradigm.

### **4.5.1 Research paradigm**

In simple terms, a research paradigm or research philosophy refers to how the views and beliefs of a researcher influence how assumptions are made about the world (Patel, 2015). Research, and how it is conducted, is influenced by the outside world and social context. Researchers may hold different views and beliefs with regards to how the social world works, and how to go about measuring it (Walliman, 2011). According to Patel (2015), a number of research paradigms exist, namely positivism, interpretivism, pragmatism, subjectivism and critical. Positivism is objective in nature, follows a deductive approach, and is generally associated with quantitative research. Qualitative research, on the other hand, is associated with interpretivism, and is subjective in nature (Antwi & Hamza, 2015).

A positivistic research philosophy was followed for the purposes of this study. According to Patel (2015), positivism follows an objective approach based on the principle that there is a single reality. Conclusions are reached and information is interpreted using reason and logic that relies on proof (Whitworth, 2014). According to Antwi and Hamza (2015), hypothesis testing, empirical examination, questionnaires and structured protocols are used when conducting research following a positivistic approach. Following this approach, valid and reliable tools are used to measure reality. This study was conducted using primarily quantitative research methods. Hypotheses were created based on theory, after which a research strategy was created to test the hypotheses. Hypotheses were tested using quantitative approaches, allowing hypotheses to be rejected or confirmed. Conclusions about the motives, preferences and perceptions of consumers concerning dealcoholised wine were measured and analysed using quantifiable data.

#### 4.5.2 Secondary research

According to Babin and Zikmund (2016), secondary research involves gathering, synthesising and summarising data from existing research. Secondary data refers to information that was collected by other researchers or authors for purposes other than that of the current study (Babin & Zikmund, 2016). Therefore, secondary data does not necessarily line up with the requirements of the current study. Secondary research provides background and context to the study, and highlights opportunities or problems that may exist. It can therefore be argued that secondary research is aimed at providing a broad understanding of a particular topic. Generally, secondary data is readily available, is not costly, nor time consuming. However, several disadvantages exist. The data may not apply to the current study, may be outdated or irrelevant, and may be questionable in terms of reliability and validity (Babin & Zikmund, 2016).

To gain clarity on the topic of dealcoholised wine, a comprehensive search and exploration of existing literature was needed. Therefore, to explore existing knowledge, a comprehensive literature review was carried out, forming the theoretical basis of this study. Although the information on dealcoholised wine is scant, previous related studies were analysed to better understand the nature of alcohol, the alcoholic beverage industry and the rise of low and non-alcoholic beverages. Relevant literature was identified and accessed through an assortment of sources. The researcher primarily made use of the Stellenbosch University Library for accessing a variety of databases such as EBSCOHost and Emerald. Additionally, Google Scholar was used to search for academic articles relevant to this study. Journals such as *the International Journal of Wine Marketing*, *the International Journal of Wine Business Research*, *the British Food Journal* and *the Journal of Food Products Marketing* were consulted among others. Other information was gathered from the Organisation of Vine and Wine (OIV), South African Wine Industry Statistics (SAWIS) and Wines of South Africa (WOSA), mostly relating to the South African alcohol industry. Lastly, reports such as the Global Status Report on Alcohol and Health were consulted.

The information gained and the gaps identified from the secondary sources provided a theoretical foundation for the study. However, as research on dealcoholised wine is extremely limited, there was a need to conduct primary research. Furthermore, as the current study focuses on South African Generation Y male and female consumers, the

findings of previous studies could not be generalised, further highlighting the need for novel primary research.

### **4.5.3 Primary research**

The dearth of previous research on the topic of motives, preferences and perceptions of South African Generation Y consumers concerning dealcoholised wine necessitated further primary research, as conclusions could not be drawn based solely on secondary data alone. To address the research objectives, valid and reliable data was required. In the following sections the research types, categories, techniques and measurement instrument applicable to the primary research process of this study are addressed.

#### **4.5.3.1 Research type**

Generally, research can be categorised as exploratory or conclusive research. Babin and Zikmund (2016) define exploratory research as the research designed to explore ideas and opportunities and understand them. Exploratory research can be used to make sense of ambiguous situations. In other words, the intention of exploratory research is not to directly answer a question or solve a problem, but rather to explore the research question. Therefore, exploratory research aims to determine the nature of a question or problem, and helps to provide a better understanding. As exploratory research is aimed at providing a general, holistic overview of a research topic, results are not generalisable (Mooi & Sarstedt, 2011). Exploratory research can therefore form the basis for research that is more conclusive.

Unlike exploratory research, conclusive research aims to provide final findings that address a research question. Conclusive research is therefore conducted with the intention of making decisions based on the results. A clearly defined and well-structured research process, as well as a large representative sample, is required when conducting conclusive research.

Conclusive research can further be divided into causal and descriptive research. Causal research aims to explain why a certain phenomenon occurs, by determining cause-and-effect relationships (Mooi & Sarstedt, 2011). Descriptive research aims to describe characteristics of a sample. In simple terms, descriptive research aims to

answer “what”, “how”, “when” and “where” questions (Mooi & Sarstedt, 2011). Generally, exploratory research is conducted to define the background of a study, before conducting further conclusive research. Research can further be categorised based on the approach of the research.

#### 4.5.3.2 Research approach/category

When conducting research, different methodological choices and approaches are available. Two broad categories of research exist, namely quantitative and qualitative research. Alternatively, a combination of both quantitative and qualitative methods can be used. The methodological choice of a researcher is based on the nature of the study, its objectives and the availability of data to address the objectives (Babin & Zikmund, 2016).

Qualitative research is based on textual descriptions, rather than numerical values, and is exploratory in nature (Babin & Zikmund, 2016). The aim of qualitative research is therefore to determine the nature of a question or problem, and helps to provide a better understanding thereof. Qualitative research aims to gain new insights into and gain a deeper understanding of a situation or phenomenon rather than to make conclusive decisions based on findings.

Qualitative data is generally collected from a small group of participants, where the researcher plays a central role in the data collection process (Creswell, 2014). Several qualitative techniques exist, such as focus groups, semi-structured interviews, in-depth interviews and observations (Babin & Zikmund, 2016). Although qualitative research offers detailed perspectives and context, generalisability is limited, and responses are highly subjective (Creswell, 2014).

Quantitative research, on the other hand, involves the use of statistical values to measure a particular phenomenon, and is conclusive in nature. The intention is to make decisions based on the collected data and conclusions are drawn from that data (Babin & Zikmund, 2016). Quantitative research is rooted in the positivistic research philosophy, and is therefore objective in nature (Patel, 2015). According to Creswell (2014), quantitative research is conducted with the intention of testing hypotheses. Unlike qualitative research, quantitative research is more generalisable to a



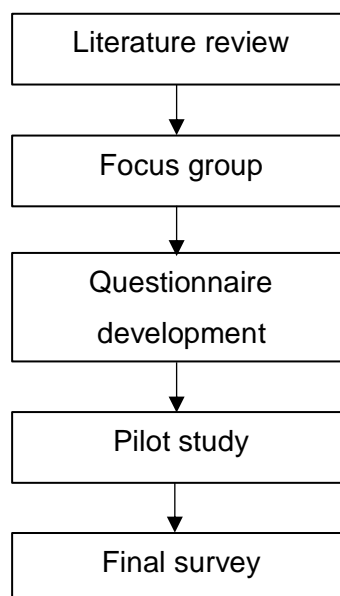
population, as larger sample sizes are typically involved and objectivity is present (Creswell, 2014).

For this study, a predominantly quantitative research approach was taken with a preceding qualitative phase. Therefore, a two-phased approach was followed. Since the literature on dealcoholised wine is scarce, further exploration into the motives, perceptions and preferences concerning this product category was needed. Therefore, a qualitative phase was first conducted to investigate whether items and attributes identified in the literature were relevant to the South African Generation Y consumer. According to Douglas and Nijssen (2003), simply “borrowing” items and scales from existing studies and applying them to a local context can be problematic. It is important to first examine the relevance thereof in the context of the current study, and the context of the country it is being conducted in. In simple terms, when investigating marketing and consumption behaviour, the diversity of contexts in different countries needs to be taken into account. This is known as construct equivalence, which aims to ensure that constructs, concepts or items have the same meaning across countries and in different contexts (Douglas & Nijssen, 2003). Therefore, certain items may be expressed in different ways in different countries. Furthermore, the role of alcohol may differ in different countries. To ensure that items were relevant to the current study and its context, and were expressed in a suitable manner, a focus group was conducted.

Through an extensive review of literature, items that could potentially be used for this pioneering study were first identified in previous, related studies conducted in different countries. For example, certain studies were conducted in the context of the USA (Chrysochou, 2014), Malaysia (Chan *et al.*, 2012), the UK (Bruwer *et al.*, 2014), the Netherlands and Portugal (Silva *et al.*, 2016). Furthermore, the majority of studies were not conducted directly on the dealcoholised wine product, but rather related products such as lower-alcohol wine (Bruwer *et al.*, 2014; Bucher *et al.*, 2018), regular wine (Chrysochou *et al.*, 2012), non-alcoholic beer (Silva *et al.*, 2016) and light beer (Chrysochou, 2014). Therefore, before a final data collection instrument could be developed, it was necessary to first ensure that concepts and items had equivalent meaning in a South African context, and in the context of the dealcoholised wine product. Additionally, the potential need to add items was explored.

Although additional steps were time consuming, it was seen as a necessary step to ensure that an accurate measurement instrument was developed, which measured constructs in the unique context of South Africa, the sample of the study, and in the context of the dealcoholised wine product. In summary, the following steps were taken to develop the final survey used in the main, quantitative phase of the study (Figure 4.2).

**Figure 4. 2 Summary of steps in development of final survey**



The items and attributes evaluated in the qualitative phase aided in developing the final research instrument of the main quantitative phase of this study. By using a quantitative approach to address the research objectives, greater objectivity and improved accuracy of results were possible (O'Neil, 2018). Several research techniques are commonly used to carry out qualitative research and include in-depth interviews, observations, semi-structured interviews and focus groups (Babin & Zikmund, 2016). For this study, the focus group technique was used to carry out the qualitative phase preceding the main quantitative phase.

#### 4.5.3.3 Focus group

A focus group can be defined as a free-flowing, unstructured interview conducted with 6 to 10 participants on a particular topic (Babin & Zikmund, 2016). A moderator uses a discussion guide to stimulate and probe the conversation. The focus group technique

is particularly useful when little information is available on a topic, in this case, dealcoholised wine (Silva *et al.*, 2016). The focus group technique has also gained importance in studies that investigate consumer behaviour related to food and beverages (Silva *et al.*, 2016; Van Zyl & Meiselman, 2015) and was therefore deemed suitable for this study. By utilising the focus group technique, it was possible to gather information on consumers' motives, preferences and perceptions related to dealcoholised wine from multiple perspectives. The outcome of the focus group aided in developing the questionnaire for the main phase of this study.

The focus group was conducted electronically via the Zoom platform in August 2020. A total of 8 participants took part, with an equal split of male and female participants. The equal gender split made it possible to highlight any potential differences in preferences, motives, and perceptions between male and female participants concerning dealcoholised wine. Additionally, as the focus group was hosted virtually, respondents from different geographical locations across South Africa were able to take part. The individual participants were chosen based on the judgement and convenience of the researcher and fit the sample characteristics of the study. Prior to the commencement of the focus group, invitations were sent via email. Individuals who were willing to take part were then sent a consent form (Addendum A), which they were requested to sign and email back. Once signed consent forms were received, participants were sent a Zoom invitation link via email.

For the purposes of the focus group, a focus group discussion guide (refer to Addendum B) was set up, to assist the facilitator in guiding the discussions. Prior to the focus group, potential items relating to possible preferences, motives and perceptions of dealcoholised wine were identified in previous, related studies. As research specifically on the dealcoholised wine product is extremely limited (Chan *et al.*, 2012), potential items from studies focusing on regular wine (Chrysochou *et al.*, 2012; Cohen, 2009; Lategan *et al.*, 2017; Nunes *et al.*, 2016; Saliba *et al.*, 2013; Silva *et al.*, 2017), reduced or low alcohol wine (Bruwer *et al.*, 2014; Bucher *et al.* 2020), and light beer (Chrysochou, 2014) were incorporated.

Once all participants had joined the Zoom meeting, they were welcomed and thanked for their time. Thereafter, a brief overview of the contents of the consent form was provided to ensure that all participants had an understanding thereof and to reiterate

that all participants participated willingly. The researcher then indicated that the focus group would be recorded for the purposes of analysis, and welcomed any objections. As most of the participants did not know each other, each participant had an opportunity to briefly introduce themselves. Thereafter, basic ground rules were discussed, followed by a basic overview of the topic of the study. To get participants comfortable, warm up questions were asked regarding their favourite beverages, consumption contexts, as well as with whom they consume these beverages. This allowed the conversation to naturally begin and start to flow into topics more specific to the topic of this study.

a) Preferences (product attributes)

The conversation was then directed to the topic of preferences (product attribute importance). Respondents were asked to think about the situation in which they purchase a beverage, and the aspects that they consider to be most important to help them make a choice. The question was further probed by repeating the scenario, but thinking specifically about non-alcoholic drinks such as dealcoholised wine. Based on previous related studies, a list of potential attributes was created by the researcher prior to the focus group (Table 4.1). This was done to compare the relevance of existing/previously identified attributes with the opinions of the participants, and to assess the relevance of the attributes in the context of the sample and South Africa.

**Table 4. 1 Original potential attributes identified in literature**

Attribute	Authors
Taste	(Bruwer <i>et al.</i> , 2014; Bucher <i>et al.</i> , 2018; Chan <i>et al.</i> , 2012; Chrysochou, 2014; Chrysochou <i>et al.</i> , 2012; Silva <i>et al.</i> , 2016)
Price	(Bruwer <i>et al.</i> , 2014; Bucher <i>et al.</i> , 2018; Chan <i>et al.</i> , 2012; Chrysochou <i>et al.</i> , 2012; Nunes <i>et al.</i> , 2016; Stasi <i>et al.</i> , 2014)
Someone recommended it	(Bruwer <i>et al.</i> , 2014, Chrysochou, 2014; Nunes <i>et al.</i> , 2016; Lategan <i>et al.</i> , 2017)
Attractive front label/front packaging	(Casini <i>et al.</i> , 2009; Chan <i>et al.</i> , 2012; Chrysochou <i>et al.</i> , 2012; Lategan <i>et al.</i> , 2017; Nunes <i>et al.</i> , 2016)
I have tried it before	(Casini <i>et al.</i> , 2009; Chrysochou, 2014; Cohen, 2009)
Brand name	(Bruwer <i>et al.</i> , 2014; Chrysochou <i>et al.</i> , 2012; Cohen, 2009; Nunes <i>et al.</i> , 2016; Lategan <i>et al.</i> , 2017)

Matches my food	(Bruwer <i>et al.</i> , 2014; Chrysochou, 2014; Cohen, 2009; Nunes <i>et al.</i> , 2016)
Alcohol level	(Bruwer <i>et al.</i> , 2014; Chrysochou, 2014; Cohen, 2009; Nunes <i>et al.</i> , 2016, Stasi <i>et al.</i> , 2014)
Country of origin	(Bruwer <i>et al.</i> , 2014; Chrysochou, 2014; Nunes <i>et al.</i> , 2016)
Health value	(Chan <i>et al.</i> , 2012)
Matches the occasion	(Chrysochou, 2014)
Calorie content	(Chrysochou, 2014)
I have seen it in advertising	(Chrysochou, 2014)
Medal/Award	(Bruwer <i>et al.</i> , 2014; Chrysochou <i>et al.</i> , 2012; Cohen, 2009)
Size/Volume of pack	(Chrysochou, 2014)

At first, respondents were not directly prompted with any of the above attributes. The conversation naturally covered the majority of attributes. Any attributes that were not mentioned organically, were further prompted. Based on the discussion of the respondents, a number of main attributes (Table 4.2) were identified/confirmed as being appropriate for this study, its sample, and the context of the study.

**Table 4. 2 Main attributes from focus group**

Attribute	Transcribed discussion
Taste	<ul style="list-style-type: none"> <li>- "Since you are not getting the alcohol factor, you would rely more on the taste. There is more importance on taste."</li> <li>- "It would be largely for taste, to see what it's like."</li> <li>- "Taste is very important. The better the taste, the more worth it."</li> <li>- "Taste needs to be good, otherwise, why would I drink this if there is already such an established culture with wine."</li> </ul>
Price	<ul style="list-style-type: none"> <li>- "I need to feel like I'm getting my money's worth."</li> <li>- "If it's on special. I love a good bargain."</li> <li>- "If it's too cheap, I might think there is something wrong with it."</li> <li>- "Need to find a bit of an inbetween. Not too cheap, not too expensive"</li> </ul>
I have tried it before	<ul style="list-style-type: none"> <li>- "I like the same thing. If I liked it before I will buy it again."</li> <li>- "I stick to the brands I know and love."</li> <li>- "I've got a go-to bottle. Although the price has slightly gone up, I still stick with it. I tend to not venture out."</li> <li>- "I had a bad experience in the past and did not want to buy it again."</li> <li>- "I found one I like that tastes really good and I will stick with it."</li> </ul>

Health value	<ul style="list-style-type: none"> <li>- "I used to drink a lot of beer, which was not good for my health. Non-alcoholic options are healthier. It helps to reduce the negative aspects."</li> <li>- "If you have the same amount in non-alcoholic, it won't be as unhealthy"</li> <li>- "It helps to reduce the waistline, but I can still enjoy it."</li> </ul>
Someone recommended it	<ul style="list-style-type: none"> <li>- "I might venture out and try a new beverage if it's well recommended by the people I trust."</li> <li>- "Recommendations from people who do actually drink this and say it tastes nice."</li> <li>- "I've gone a lot on people's recommendations. It pops up in a lot of conversations. Try this, try that. I try based on someone's recommendation."</li> </ul>
Matches an occasion	<ul style="list-style-type: none"> <li>- "Depending on the occasion, I might buy something different."</li> </ul>
Brand name	<ul style="list-style-type: none"> <li>- "A clever name makes it stand out."</li> <li>- "The brand is something that I would stick with."</li> </ul>
Attractive front label	<ul style="list-style-type: none"> <li>- "If it looks pretty. A pretty label or bottle makes it stand out."</li> <li>- "The bottle and the label definitely have to be eye catching. Otherwise, I don't think I would purchase it."</li> <li>- "A witty label or description on the back (story, history or family) makes it stand out."</li> </ul>

In addition to the attributes listed in Table 4.2, the decision was made to also include the attributes "back label", "matches my food", "promotion" and "medal/award" to the final list of attributes to be investigated, even though they were not explicitly mentioned. The rationale for this decision was that these attributes were relatively common and dominant in previous, related studies (Bruwer *et al.*, 2014; Chrysochou, 2014; Cohen, 2009; Nunes *et al.*, 2016; Lategan *et al.*, 2017). Furthermore, the attribute "contains very little or no alcohol" was also added, as the main theme of the study is dealcoholised wine. Alcohol level is also common in related studies (Bruwer *et al.*, 2014; Chrysochou, 2014; Cohen, 2009; Nunes *et al.*, 2016, Stasi *et al.*, 2014). Therefore, a list of 13 attributes were refined and confirmed through the focus group.

The final list of attributes was used in the questionnaire, as part of the main (quantitative) phase of the study. After the topic of preferences had sufficiently been discussed, the discussion moved to the topic of motives to purchase dealcoholised wine.

## b) Motives to purchase dealcoholised wine

Respondents were asked to think about what would motivate them to purchase dealcoholised wine, and what their main reasons are for purchasing this product. A number of potential motives to purchase were identified in previous related studies (Table 4.3).

**Table 4. 3 Original potential motives to purchase dealcoholised wine identified in literature**

Motive	Authors
I can drink more	(Chrysochou, 2014)
To avoid getting drunk	(Chrysochou, 2014; Silva <i>et al.</i> , 2016; Saliba <i>et al.</i> , 2013)
To avoid a hangover	(Bruwer <i>et al.</i> , 2014; Chan <i>et al.</i> , 2012)
To control my weight (to try to lose weight and improve my diet)	(Chrysochou, 2014)
To improve my diet	(Bruwer <i>et al.</i> , 2014; Chrysochou, 2014)
To avoid drinking and driving	(Bruwer <i>et al.</i> , 2014; Chan <i>et al.</i> , 2013; Silva <i>et al.</i> , 2016; Saliba <i>et al.</i> , 2014)
To achieve my health and fitness goals	(Bruwer <i>et al.</i> , 2014; Chan <i>et al.</i> , 2013; Chrysochou, 2014; Silva <i>et al.</i> , 2016; Saliba <i>et al.</i> , 2014)
I like the taste	(Bruwer <i>et al.</i> , 2014; Bucher <i>et al.</i> , 2018; Chrysochou, 2014)
I like to stay in control	(Bruwer <i>et al.</i> , 2014; Saliba <i>et al.</i> , 2013)
I want to reduce my alcohol intake	(Bucher <i>et al.</i> , 2018; Chan <i>et al.</i> , 2013; Saliba <i>et al.</i> , 2013)
I still want to be sociable with friends who drink	(Chan <i>et al.</i> , 2013)
Price is lower than regular wine	(Saliba <i>et al.</i> , 2013)

Initially, respondents were not prompted with any of the above motives. The conversation naturally covered the majority of motives. Any motives that were not mentioned organically, were further prompted. Based on the discussion of the respondents, the following motives (Table 4.4) were identified as being appropriate for this study, its sample, and the context of the study.

**Table 4. 4 Main motives to purchase dealcoholised wine from focus group**

Motive	Transcribed from focus group
To avoid drinking and driving	<ul style="list-style-type: none"> <li>- "I like non-alcoholic because I know I can still drive."</li> <li>- "It is more responsible to have if you're going out and will be driving."</li> <li>- "The driving aspect was such a game changer for me. I can go anywhere I want and don't have to worry."</li> <li>- "Responsibility-wise knowing you're going to be on the road. It's a hard no to have a drink. I would rather have the non-alcoholic version."</li> </ul>
I like the taste	<ul style="list-style-type: none"> <li>- "Sometimes it makes no difference which one I drink (dealcoholised or regular wine)."</li> <li>- "The taste has improved and is getting better and better."</li> <li>- "In many cases it has the same taste."</li> </ul>
I want to reduce my alcohol intake	<ul style="list-style-type: none"> <li>- "I can reduce my alcohol intake, but still enjoy my wine."</li> </ul>
To avoid getting drunk	<ul style="list-style-type: none"> <li>- "I don't drink to get drunk; it is more for the taste and experience. Therefore, having that non-alcoholic option is great."</li> </ul>
I like to stay in control	<ul style="list-style-type: none"> <li>- "I drink for the taste and experience. I want to be present."</li> </ul>
I still want to be sociable with friends who drink	<ul style="list-style-type: none"> <li>- "It's a nice thing to have when you need to socialise, because booze and socialising is intertwined."</li> <li>- "You can still be part of the group, without feeling out of place or pressured."</li> <li>- "The social aspect plays such an important role, but a coke zero might not be as 'jolly' to the public eye compared to non-alcoholic. Especially if it's in a glass."</li> </ul>
To achieve my health and fitness goals	<ul style="list-style-type: none"> <li>- "Non-alcoholic options are healthier."</li> <li>- "If I want to cycle on a Saturday, I won't drink, but non-alcoholic beverages allow me to still have something."</li> <li>- "It's a good choice if you are on the health and fitness route."</li> <li>- "Non-alcoholic beverages allow you to stick to your exercise routine."</li> </ul>
To avoid a hangover	<ul style="list-style-type: none"> <li>- "I can still drink non-alcoholic and have no hangover."</li> <li>- "In many cases it has the same taste, but without the side-effects such as hangovers."</li> </ul>
To control my weight	<ul style="list-style-type: none"> <li>- "It helps to reduce the waistline, but I can still enjoy it."</li> </ul>



Although “price is lower than regular wine” was not directly mentioned, this motive was included, as price was identified as a potential challenge to the wider acceptance of dealcoholised wine (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019). Therefore, a list of 10 motives to purchase dealcoholised wine were refined and confirmed from the focus group discussions.

#### c) Motives not to purchase dealcoholised wine

To gain further insights into motives, respondents were then asked what motivates them not to purchase dealcoholised wine. In other words, what the main reasons are that would hinder them from purchasing dealcoholised wine. A number of potential motives not to purchase dealcoholised wine were identified from literature as summarised in Table 4.5.

**Table 4.5 Original potential motives not to purchase dealcoholised wine identified in literature**

Motives not to purchase	Authors
Dealcoholised wine is more expensive than regular wine	(Chan <i>et al.</i> , 2012) (Bucher <i>et al.</i> , (2018)
There is a limited availability of	(Bucher <i>et al.</i> , 2018; Chan <i>et al.</i> , 2012)
I dislike the taste	(Bucher <i>et al.</i> , 2018)
Dealcoholised wine is lower quality than regular wine	(Bruwer <i>et al.</i> , 2014)
It is difficult to find	(Bruwer <i>et al.</i> , 2014)
I am unfamiliar with it	(Bruwer <i>et al.</i> , 2014)
It's not clear from the bottle what it is	(Bruwer <i>et al.</i> , 2014)
My friends do not drink it	(Bruwer <i>et al.</i> , 2014)

It would be embarrassing if people see me drinking it	(Bruwer et al., 2014)
It does not give me the effect that regular wine does	(Bruwer et al., 2014)

Similar to previous sections, initially, respondents were not prompted with any of the above motives not to purchase dealcoholised wine. The conversation naturally covered the majority of the motives not to purchase. Once again, any motives not to purchase that were not mentioned organically, were further prompted. Based on the discussion, the following motives (Table 4.6) were identified as being appropriate for this study, its sample, and the context of the study.

**Table 4. 6 Main motives not to purchase dealcoholised wine from focus group**

<b>Motives not to purchase</b>	<b>Transcribed from focus group</b>
There is a limited availability of dealcoholised wine	- "There is not that much variety in the sector."
Dealcoholised wine is lower quality than regular wine	- "Anything non-alcoholic starts on the back foot, because you compare it to an alcohol product. Maybe that's where the problem lies."
I dislike the taste	- "It tasted okay, but I drank it quickly like juice. There needs to be more variety in the sense of taste." - "The taste was so terrible, I ended up giving it away. Since then, I have not tried it again." - "From the dealcoholised wines I've tasted, it lacks the burn and feeling of alcohol." - "If I had a bad experience with a non-alcoholic beverage, I might label all of them as bad."
I am unfamiliar with dealcoholised wine	- "A lot of things are labelled non-alcoholic, even if there is 0, something. It is a little bit of a blurry line for me." - "Where is the limit and at what is the cut-off?"

Dealcoholised wine is more expensive than regular wine	<ul style="list-style-type: none"> <li>- "The price is really important. It would need to be more economical. It seems expensive. I don't know what the price should be, or what to compare it to."</li> <li>- "Alcohol and alcohol consumption is still a luxury. With non-alcoholic, I don't think it's cheaper to make. But it is expensive. There is no financial bargain there."</li> <li>- "It's expensive. I think non-alcoholic beverages are expensive in general. I don't see the value in paying so much. I might just buy a soft drink."</li> </ul>
My friends do not drink dealcoholised wine	<ul style="list-style-type: none"> <li>- "I seemed to be the only one."</li> </ul>
If my friends/family disapprove of dealcoholised wine	<ul style="list-style-type: none"> <li>- "At a braai, I don't mind drinking non-alcoholic, but others seem to comment on it. They think I'm boring. I sometimes get criticism for my non-alcoholic choices."</li> </ul>
It would be embarrassing if people see me drinking dealcoholised wine	<ul style="list-style-type: none"> <li>- "I would sneakily try to pour it into a glass so that the others don't see."</li> <li>- "Most people will laugh at you, especially if you are a guy."</li> </ul>

Based on the focus group discussion, a final list of 10 motives not to purchase dealcoholised wine were identified. Although "difficult to find" and "not effect of regular wine" were not explicitly mentioned, these items were included based on literature and previous findings (Bruwer *et al.*, 2014).

#### d) Perceptions

To gain further insights into the sample's behaviour toward dealcoholised wine, the topic of perceptions was brought up. Respondents were asked what comes to mind when thinking about dealcoholised wine. As in previous sections, a list of potential perceptions were drawn from previous, related studies (Table 4.7).

**Table 4. 7 Original potential perceptions of dealcoholised wine identified in literature**

<b>Perceptions</b> <i>Dealcoholised wine...</i>	<b>Authors</b>
Is less tasty than regular wine	(Bucher <i>et al.</i> , 2018; Chrysochou, 2014)
Tastes similar to regular wine	(Chan <i>et al.</i> , 2012)
Tastes like fruit juice	(Chan <i>et al.</i> , 2012)
Is healthier than regular wine	(Chrysochou, 2014)
Is more expensive than regular wine	(Chan <i>et al.</i> , 2012)
Is feminine	(Chrysochou, 2014)

Although a lot of the above perceptions were mentioned naturally, some prompting was necessary, as the question was fairly vague. Therefore, the facilitator ensured that the following topics were discussed: taste, health, price, if dealcoholised wine is feminine, and availability. Based on the discussion, the following perceptions were identified (Table 4.8).

**Table 4. 8 Main perceptions of dealcoholised wine from focus group**

<b>Perceptions</b> <i>Dealcoholised wine...</i>	<b>Transcribed from focus group</b>
Tastes similar to regular wine	<ul style="list-style-type: none"> <li>- "In many cases it has the same taste."</li> <li>- "Sometimes it makes no difference which one I drink, if the taste is the same."</li> <li>- "The taste has improved and is getting better and better."</li> <li>- "I didn't immediately taste a difference."</li> </ul>
Tastes similar to grape juice	<ul style="list-style-type: none"> <li>- "It felt like grape juice. It would have been better if it had its own distinct taste."</li> </ul>
Is healthier than regular wine	<ul style="list-style-type: none"> <li>- "It's a good choice if you are on the health and fitness route."</li> <li>- "If you do it for health, you might want to give up drinking alcohol altogether."</li> </ul>

Is more expensive than regular wine	<ul style="list-style-type: none"> <li>- "I don't know what price to expect. I think it is expensive."</li> <li>- "It might end up being more expensive. There are additional processes involved. But that's not what you want. You are basically paying more money for no alcohol. The prices seem exorbitant."</li> <li>- "It's expensive. I think non-alcoholic beverages are expensive in general. I don't see the value in paying so much."</li> </ul>
Is a feminine product	<ul style="list-style-type: none"> <li>- "None of my younger guy friends seem to have opted for non-alcoholic wine."</li> <li>- "Alcohol is seen as more masculine. Non-alcoholic would be seen as more feminine."</li> <li>- "There is definitely a stigma or expectation regarding how much who drinks. When all the guys are drinking, you're drinking with them. If you don't, you are kind of excluded from the group. If you are a male with a non-alcoholic drink, you might be shamed more than a female. There's an expectation that comes with it."</li> <li>- "I've mainly been shamed by the guys, but the females won't say anything and don't seem to have a problem with dealcoholised wine."</li> <li>- "In general men are expected to drink alcohol."</li> </ul>
Is for boring/conservative consumers	<ul style="list-style-type: none"> <li>- "They think I'm boring."</li> </ul>

Therefore, 6 items were identified and confirmed in the focus group phase. Although "is for boring/conservative consumers" was not originally identified in literature, the topic was brought up in the focus group, and was therefore considered to be relevant to this study. Lastly, the topic of purchase intentions was brought up.

#### e) Purchase intentions

To conclude the discussion, participants were asked if they would be likely to purchase dealcoholised wine in the future. The following points were raised (Table 4.9).

**Table 4. 9 Purchase intentions**

Discussion transcribed from FG
<ul style="list-style-type: none"> <li>- "With wine I'm still in-between."</li> <li>- "I'm all on board with the beers, because the taste matches. But I don't know about dealcoholised wine. If I'm going to have wine it must be wine."</li> <li>- "I am buying at the moment and I found one that I like, but I want to try different ones. There are a few that I will definitely not buy again, but I am keen to give it a chance."</li> </ul>

- "I'm open to trying more. I have been looking into it more. For me it's about having another beverage to enjoy."

Overall, all items that were confirmed in the focus group were identified in literature, with the exception of two items. "Contains very little or no alcohol" was added, as it is the overarching theme of the study. Secondly, "dealcoholised wine is for boring/conservative consumers" was added as a new item, as it was brought up in the focus group discussion. The insights gained from the focus group assisted in the development of the questionnaire that was used in the main phase of this study.

#### 4.5.3.4 Survey

The research technique that was used for the main quantitative phase of this study was the survey technique. The survey technique can be used to collect self-reported information concerning the behaviour, attitudes and other characteristics of a sample (Salkind, 2012). A survey aims to quantify factual information, which can be analysed to reach a conclusion (Babin & Zikmund, 2016). The technique is advantageous to both the researcher and respondents, as surveys are relatively simple to create, administer and collect, and are relatively easy and quick to answer for respondents (Babin & Zikmund, 2016). Furthermore, the survey technique allows the behaviour of a large population to be investigated, making greater generalisation possible (Sincero, 2012). Therefore, a survey was identified as a suitable technique for the purposes of this study.

Surveys can be categorised according to time horizon. In simple terms, time horizon involves when and to whom the survey is being administered. Two types of time horizons exist, namely cross-sectional and longitudinal. Longitudinal studies are carried out over a long period of time, making use of the same group of respondents (Babin & Zikmund, 2016). In other words, data are collected over a long period to compare results. Cross-sectional studies are short-term and involve collecting data at a specific point in time (Melnikovas, 2018). As this study aimed to measure the motives, perceptions and preferences of South African Generation Y male and female consumers about dealcoholised wine, a cross-sectional study was conducted. Various methods of survey data collection can be identified, for example in-person interviews, telephone interviews, paper-based questionnaires, and online questionnaires. For the main quantitative part of the study a self-administered non-interactive questionnaire

was used to collect data. The responses of two consumer groups (male and female) were collected and compared. To collect relevant data, an appropriate measurement instrument was required.

#### 4.5.3.5 Measurement instrument design

For the purposes of this study, a self-administered, non-interactive questionnaire was created and used to collect data from the sample. Owing to monetary and convenience reasons, as well as restrictions surrounding Covid-19, a web-based questionnaire was created and hosted on the Qualtrics platform. By using Qualtrics, time spent on administrative aspects was minimised, as data could be captured automatically, and exported for analysis. Additionally, a wide sample could be reached due to geographic flexibility and reach.

The questionnaire was divided into 7 sections (Sections A–G). The full questionnaire can be found in Addendum D. Alternatively, the final web-based questionnaire (as it was distributed) can be accessed electronically with the following link: [https://sun.qualtrics.com/jfe/form/SV\\_8hTcVbY2oJOWSe9](https://sun.qualtrics.com/jfe/form/SV_8hTcVbY2oJOWSe9). A detailed discussion of each section of the questionnaire is provided next.

Firstly, a consent form was included (Addendum C). The purpose of the consent form was to briefly introduce the researcher and topic at hand. It was then made clear that participation was completely voluntary, and that respondents, and their information, would remain anonymous. Additionally, respondents were informed about the optional entry to win a prize. The prize consisted of a mixed case of dealcoholised wine. Respondents were then asked to confirm that they understood the information provided in the consent form, and that they were willing to take part in the study.

##### a) Section A: Screening questions

To ensure that respondents fit the required characteristics of the sample of the study (inclusion criteria), three screening questions were included. To take part in the study, respondents needed to be between the ages of 20 and 40 years, be South African citizens, and had to have purchased dealcoholised wine in the last twelve months. If they indicated “No” for any of the three questions, they were not able to continue with the questionnaire.

b) Section B: Demographic and consumption questions

The second section consisted of a number of demographic questions, such as gender, age, if respondents consider themselves to be regular wine drinkers, or dealcoholised wine drinkers. Additionally, questions regarding purchase frequency and willingness to pay for dealcoholised wine were included.

c) Section C: Preferences (product attribute importance)

The aim of section C was to measure the preferences of the sample for dealcoholised wine. Respondents were asked to think of a situation in which they purchase dealcoholised wine for their own consumption, and the product attributes that influence that choice. As discussed, attributes were refined and confirmed in the focus group phase of this study (Table 4.2). Based on the results of the focus group, as well as following the approach of related studies (Chrysochou *et al.*, 2012), 13 attributes were chosen. The final list of 13 attributes that were included in the questionnaire were as follows:

**Table 4. 10 Final dealcoholised wine attributes included in the questionnaire**

	Attribute
1	Taste
2	Price
3	Someone recommended it
4	Attractive front label
5	Back label
6	I have tried it before
7	Brand name
8	Contains very little or no alcohol
9	Matches an occasion
10	Health value
11	Promotion
12	Medal/award
13	Matches my food

To measure preferences of dealcoholised wine attributes, the Best-Worst Scaling (BWS) method was employed. BWS, also known as maximum difference scaling, which is commonly used in wine and beverage studies (Cohen, 2009; Chrysochou *et al.*, 2012; Nunes *et al.*, 2016), and was derived from the method of discrete choice



(Mueller & Rungie, 2009). Early development began on BWS in 1987, by Jordan Louviere, at the University of Alberta, based on discrete choice experiments (Flynn & Marley, 2014). This method requires respondents to make trade-offs between different attributes, which are given in written form. The degree of importance that respondents give to attributes is measured, as respondents are required to choose a most and a least important (forced choice) attribute from a series of choice sets (Cohen, 2009). In simple terms, BWS is a method that ranks respondents' answers in a top and bottom rank list, allowing researchers to gain an understanding of choice processes (Flynn & Marley, 2014). According to Stanco *et al.* (2020), BWS is free from bias, and does not undergo cultural bias, making the method precise. Furthermore, unlike scaling methods such as Likert-type scaling, BWS measures the relative importance of each attribute to another. As a ratio-based scale, BWS overcomes biases stemming from the assumptions of interval scales (Mueller & Rungie, 2009). BWS is seen as a simple method, that can easily be applied, and involves relatively simple data analysis techniques. According to Goodman *et al.* (2005), the BWS method is particularly useful in wine marketing as well as cross-cultural studies. BWS is additionally believed to provide an advanced understanding of preferences (Cohen, 2009).

The identified attributes (Table 4.10) were divided into 13 subsets, also known as choice sets, using a balanced incomplete block design (BIBD). This procedure ensures that each attribute is compared to each other attribute the same number of times (Cohen, 2009). Attributes therefore appear in different choice sets, with different combinations. Table 4.11 provides a detailed BIBD for 13 attributes, which was used in section C of the questionnaire.

**Table 4. 11 Balanced incomplete block design (13 attributes)**

Choice set no.	Attribute no.
1	1,2,4,10
2	2,3,5,11
3	3,4,6,12
4	4,5,7,13
5	5,6,8,1
6	6,7,9,2
7	7,8,10,3
8	8,9,11,4
9	9,10,12,5

10	10,11,13,6
11	11,12,1,7
12	12,13,2,8
13	13,1,3,9

Adapted from Cohen, 2009

An example of a choice set is given below (Table 4.12).

**Table 4. 12 Example of a choice set**

Most Important		Least Important
X	Attribute 1	
	Attribute 2	
	Attribute 4	
	Attribute 10	X

In the example (Table 4.12), attribute 1 was indicated as most important, and attribute 10 as least important.

Based on the BIBD for 13 attributes (Table 4.11), the level of importance of each attribute can be measured on a range between +4 and -4, meaning an attribute can be chosen as best (or worst) a maximum of 4 times. An aggregated BW score is then calculated for each attribute, by subtracting the total amount of times an attribute was chosen as least important, from the number of times the attribute was chosen as most important. The list of attributes is then ranked based on the BW score mean of each attribute.

d) Section D: Motives to purchase dealcoholised wine

The next section of the questionnaire focused on what motivates respondents to purchase dealcoholised wine. Similar to section C, section D incorporated the BWS method, due to the many discussed benefits of this method. A list of motives to purchase dealcoholised wine were identified in literature, and were confirmed and refined in the focus group phase, and were as follows:

**Table 4. 13 Final motives to purchase dealcoholised wine**

	Motives to purchase dealcoholised wine
1	To avoid getting drunk
2	To avoid a hangover
3	To control my weight (try to lose weight and improve my diet)
4	To avoid drinking and driving
5	To achieve my health and fitness goals
6	I like the taste
7	I like to stay in control
8	I still want to be sociable with friends
9	I want to reduce my alcohol intake
10	Price is lower than regular wine

Although section D followed the same approach of section C, a list of 10 items were used, instead of 13. The choice to include 10, and not 13 items, was based on the findings of the focus group, the relevance of items discussed in the focus group, as well as the approach of related studies (Bruwer *et al.*, 2014; Chan *et al.*, 2012). As a result, the same BIBD (Table 4.11) could not be used for section D. Therefore, a new BIBD with 10 attributes was designed and used (refer to Table 4.14).

**Table 4. 14 Balanced incomplete block design (10 attributes)**

Choice set no.	Attribute no.
1	3,7,1,8
2	6,10,4,1
3	5,9,3,10
4	8,2,6,3
5	7,1,5,2
6	2,6,10,7
7	1,5,9,6
8	9,3,7,4
9	4,8,2,9
10	10,4,8,5

e) Section E: Motives not to purchase dealcoholised wine.

To further investigate the behaviour of the realised sample in terms of dealcoholised wine, questions regarding motives not to purchase dealcoholised wine were included. Bruwer *et al.* (2014) highlight the importance of considering motives not to purchase,

in addition to motives to purchase. The authors highlight that motivation may differ in terms of direction, in that an individual can be motivated toward or away from a product or an action. This is known as positive and negative motivation (Schiffman & Kanuk, 2010). Gaining insight into what motivates consumers towards and away from purchasing dealcoholised wine, marketers and producers of the beverage can improve their product offering to better meet the needs of consumers. Furthermore, aspects of the offering that may negatively motivate consumers can be addressed and reduced.

Potential motives not to purchase dealcoholised wine were explored in literature, and were confirmed and refined in the focus group phase. A final list of 10 motives not to purchase were used in questionnaire (Table 4.15).

**Table 4. 15 Final motives not to purchase dealcoholised wine**

	<b>Motives not to purchase dealcoholised wine</b>
1	Dealcoholised wine is more expensive than regular wine
2	I am unfamiliar with dealcoholised wine
3	There is a limited availability of dealcoholised wine
4	I dislike the taste
5	Dealcoholised wine is of lower quality than regular wine
6	It is difficult to find dealcoholised wine
7	My friends do not drink dealcoholised wine
8	It would be embarrassing if people see me drinking dealcoholised wine
9	Dealcoholised wine does not give me the effect that regular wine does
10	If a friend/family disapproves of dealcoholised wine

As done in section D, 10 items were chosen to be included in the final questionnaire, based on the findings of the focus group, related studies (Bruwer *et al.*, 2014), as well as for consistency. As 10 motives not to purchase dealcoholised wine were included, the same BIBD from section D (Table 4.14) could be applied.

#### f) Section F: Perceptions

The focus of section F of the questionnaire was to explore the perceptions that the realised sample holds in terms of dealcoholised wine. Based on literature, and refined in the focus group, a list of 6 phrases were used in the final questionnaire (Figure 4.16). The decision to use 6 phrases followed the approach of Chrysochou (2014), which focused on perceptions, motives and preferences for light beer.

**Table 4. 16 Perceptions of dealcoholised wine**

	Dealcoholised wine...
1	Tastes similar to regular wine
2	Tastes like grape juice
3	Is healthier than regular wine
4	Is more expensive than regular wine
5	Is a feminine product
6	Is boring/for conservative consumers

Following the approach of previous, related studies, a Likert-type scale was used to measure perceptions (Chan *et al.*, 2012; Chrysochou, 2014). A 7-point Likert-type scale was used, with a “1” being “strongly disagree” and a “7” a “strongly agree”. A 7-point Likert-type scale is believed to be more accurate, and a better reflection of responses than a 5-point Likert-type scale (Finstad, 2010).

Likert-type scales allow respondents to rate how much they agree or disagree with a statement and are simple to administer and understand (Babin & Zikmund, 2016). As Likert-type scales are universally used, data can easily be collected, analysed and interpreted. Furthermore, Likert-type scales were used to measure perceptions, as opposed to BWS (as used in previous sections) in an effort to avoid respondent fatigue.

g) Section G: Purchase intention

In the last section of the questionnaire, respondents were asked to indicate their level of agreement with 4 statements related to purchase intention of dealcoholised wine.

**Table 4. 17 Purchase intention**

	Phrase
1	I am likely to make a purchase of dealcoholised wine
2	I will buy dealcoholised wine again
3	I intend to drink dealcoholised wine soon
4	I will drink dealcoholised wine again

A 7-point Likert-type scale was used in section G. Additionally, respondents were asked to briefly justify their answer for each of the 4 statements, in an open-ended response format. Open-ended response questions, also known as free-answer questions, allow respondents to provide an answer in their own words and in a free

and uninhibited manner (Zikmund & Babin, 2016). Therefore, section G allowed respondents to share any additional thoughts on their perceptions of dealcoholised wine, which allowed the researcher to gain deeper insight into the realised sample's behaviour toward dealcoholised wine.

Lastly, respondents were given the option to enter into a lucky draw to stand a chance of winning a prize (case of dealcoholised wine) by providing their email address. Participation in the lucky draw was completely optional.

In addition to ensuring that a measurement instrument is well designed, it is important to ensure steps are taken to ensure reliability and validity.

#### **4.5.4 Reliability and validity**

According to Babin and Zikmund (2016), reliability can be defined as the internal consistency of a measure. A consistent measure will produce similar results over multiple attempts. Validity, on the other hand, refers to the accuracy of a measure, and the extent to which a concept is truthfully represented by a score (Babin & Zikmund, 2016). In the context of this study, validity refers to how successfully the questionnaire measured the preferences, motives and perceptions of the realised sample for dealcoholised wine. Steps were taken to ensure the reliability of the measurement instrument used for this study by basing the items used on an extensive literature review as well as on the results of a qualitative phase (focus group). By also conducting a preceding qualitative phase, the research design considered the South African context, the context of the sample, and the context of the dealcoholised wine product.

It is argued that applying scales and items from existing studies to a local context, without considering differences in meaning, may lead to flawed results (Douglas & Nijssen, 2003). The unique context of the country a study is being conducted in, and the characteristics of the study's sample, need to be considered before developing a final data collection instrument. As a result, items from existing studies were not simply used for the current study before confirming and refining them through the qualitative phase (focus group). Therefore, active steps were taken to ensure that concepts and items were relevant in a South African context, and in the context of the dealcoholised wine product, as well as the context of the study's sample.

A balanced incomplete block design (BIBD) in the BWS sections of the measurement instrument ensured that each attribute or statement was compared with each other attribute or statement an equal number of times. As a result, the validity of the results could be increased (Cohen, 2009). In addition to the discussed measures, further steps were taken to increase the reliability and validity of this study by first conducting a pilot study.

#### **4.5.5 Pilot study**

A pilot study, also known as a pre-test study, can be defined as a small-scale, preliminary study that aims to refine and fine-tune a measurement instrument (Babin & Zikmund). The aim of a pilot study is to highlight any flaws in the design of the research, and to reduce the risk of confusion, or misunderstanding. The pilot study phase can therefore be seen as preparation before distributing the final questionnaire to the entire sample of the study. In the context of this study, it was important to ensure that the questionnaire was clear and easily understandable, especially in the sections using BWS.

Based on the review of literature, and results of the focus group, a preliminary questionnaire was compiled for the purposes of the pilot study. An electronic version of the questionnaire was created and hosted on the Qualtrics platform, where an online link to the questionnaire was created. The online link to the questionnaire was distributed by email to a small group of individuals that adhere to the inclusion criteria of the main study. In total, 12 responses were collected from respondents that were conveniently available to the researcher. After completing the pilot study questionnaire, respondents were asked to provide brief feedback, with any comments, queries or concerns.

The overall feedback was positive, and no major issues were raised. As the questionnaire consists of a large number of sections and questions, there was concern regarding the length of the questionnaire prior to the pilot study. However, respondents in the pilot study took approximately 10 to 12 minutes to complete the questionnaire, and did not raise any issues of respondent fatigue. Respondents indicated that instructions were clear and easy to understand. Furthermore, as most respondents

were not familiar with BWS, they indicated that it was helpful that an example was provided. Respondents also indicated that the BWS sections were quick and easy to answer. Although some respondents suggested that section G was somewhat repetitive, the majority of respondents indicated that the presence of the open-ended questions were helpful, in that any additional or last thoughts could be shared. Lastly, respondents that completed the questionnaire on a mobile device indicated that the mobile version of the questionnaire was easy to read and answer.

Therefore, no major changes to the questionnaire were needed before distributing the final questionnaire. Once an appropriate measurement instrument has been created, it is important that it is used to collect data from an appropriate sample.

#### **4.5.6 Sampling procedure**

Sampling makes it possible to make inferences about an entire population based on a subset of that population, and allows for findings to be generalised to a wider population. This is advantageous, as it may not be possible to directly research all members of an entire population (Babin & Zikmund, 2016). To create a sampling plan, a clear idea of who the target population is, is required, and suitable techniques need to be followed to ensure that a sample accurately represents a wider population. Creating an effective sampling plan involves defining the target population, identifying the number of respondents required, how prospective respondents will be identified, as well as how these respondents will be selected and approached. These aspects will be addressed next.

##### **4.5.6.1 Target population**

A target population refers to the group of individuals about whom the findings of the study will be generalised to, based on the relevant sample. In other words, a target population refers to a group that the researcher wants to draw conclusions about.

For this study, the proposed target population consisted of South African male and female Generation Y consumers who had previously consumed dealcoholised wine.

Although there are some variations in the definitions of time frames of when Generation Y consumers were born, for this study, the time frame of 1980 to 2000 was used.



According to Nielsen (2015), Pelet and Lecat (2014) and Rivalroli *et al.* (2019) Generation Y can be defined as individuals born between 1980 and 2000. Additionally, the Oxford dictionary (2021) defines Generation Y as “the generation born in the 1980s and 1990s”. Another inclusion criterion was that individuals in the target population should have South African citizenship as the study was conducted in a South African context. To compare the motives, preferences and perceptions regarding dealcoholised wine of male and female respondents in the sample, both groups were included in the target population. Additionally, respondents who were familiar with the dealcoholised wine product and have purchased it were included.

In summary, the target population of this study includes South African male and female Generation Y consumers who had purchased dealcoholised wine in the past 12 months.

#### 4.5.6.2 Sampling technique

Two broad categories of sampling exist, namely probability and non-probability sampling. With probability sampling, each member of a population has a known chance of being selected, whereas non-probability sampling implies that the probability of members of a population being selected is unknown (Babin & Zikmund, 2016).

As a sampling frame of the target population of this study was not available, non-probability sampling was used. Common non-probability sampling techniques include convenience sampling, quota sampling and judgement sampling.

For the purposes of this study, judgement sampling, also known as purposive sampling, was used. Judgement sampling involves selecting a sample based on the personal judgment of the researcher or an experienced individual about characteristics required of members of the sample (Babin & Zikmund, 2016). Judgement sampling was used, as the relevance of the sample could be ensured, as individuals needed to meet a particular criterion to be included in the sample. In other words, only individuals that met the criteria of the study (Generation Y, South African, dealcoholised wine drinkers) were included. With judgement sampling, the researcher uses a sample that is most relevant to the study's population of interest, which will allow the researcher to address the research objectives.

Therefore, a sample was selected that satisfies the specific purposes of this study. In this study, respondents were specifically included according to the following inclusion criteria: 1) male and female South African citizens, 2) between the age of 20-40 years that 3) purchased dealcoholised wine in the last 12 months. To ensure that the sample fell within the desired population, screening questions regarding the above criteria were included in the questionnaire. Respondents who did not meet any one of the three inclusion criteria were not able to take part in the study.

#### 4.5.6.3 Sample size and composition

Generally, the sample size of a study is determined by its nature, constraints, as well as the sample size of similar, related studies (Babin & Zikmund, 2016). Additionally, when a study aims to analyse subgroups within a sample, in this case male and female consumers, each subgroup should have a minimum of 100 units (Babin & Zikmund, 2016). Based on the discussed requirements, and the sample sizes used in similar related studies (generally between  $n=200$  and  $n=300$ ) (Bucher *et al.*, 2018; Bruwer *et al.*, 2014; Chan *et al.*, 2012; Chrysochou *et al.*, 2012), an initial goal of  $n=300$  was set. However, a final sample size of  $n=626$  ( $n=177$  Male;  $n=444$  Female;  $n=3$  Other;  $n=2$  Prefer not to answer) was realised.

#### 4.5.7 Data collection and fieldwork

Owing to the nature of the study, as well as the fact that the dealcoholised wine product is still relatively new and unknown, as well as constraints of the researcher, a decision was made to outsource data collection to a research house. This was done to ensure that a wide reach was achieved, to ensure that sufficient responses were collected. A number of international and local organisations were approached for quotes to distribute the survey. Ultimately, Consumer Solutions, an established, South African consumer research consulting business, assisted with data collection (for the main survey). Consumer Solutions handled all aspects involved in the distribution of the survey link.

Using an existing social media consumer panel platform, potential respondents were invited to participate in this study. Prior to this study, little was known about the population of dealcoholised wine consumers. Therefore, to reach a large number of consumers that fit the inclusion criteria, paid-for social media targeting tools were used.

An invitation with a link to the survey was posted on Facebook, Facebook Messenger and Instagram. The invitation link was created via Qualtrics, where the questionnaire was created and where responses were automatically captured. Owing to the expected variances in male and female interest and experience with non-alcoholic wine, two separate invitations were posted targeting a) female South Africans between the ages of 20-40 years that purchased non-alcoholic wine in the last 12 months and b) male South Africans between the ages of 20-40 that purchased dealcoholised wine in the last 12 months. As a result, it was possible to adjust and focus targeting where necessary, to ensure that sufficient responses were gathered from both groups (male and female respondents).

The survey invitation ran over a period of 7 days in March 2021 and reached 37 078 social media users within the target population. Ultimately, a total of 626 sufficiently completed, usable questionnaires were collected from the sample. A detailed breakdown of the response rate and realised sample are provided in chapter 5. These responses were then exported to Microsoft Excel from Qualtrics for data analysis.

## **4.6 DATA ANALYSIS**

Once data were collected, captured and exported, it needed to be analysed before it could be interpreted. The data analysis included descriptive and inferential statistics.

### **4.6.1 Descriptive analysis**

Descriptive analysis is a helpful tool that can be used to gain a simple overview of the characteristics of the study's sample, rather than to address the main research objectives. Descriptive data analysis techniques were therefore used to create a profile of the realised sample of this study. Demographic aspects such as the age, gender as well as information about the dealcoholised wine consumption habits and frequency of the sample were summarised to create a profile. With the use of graphs and figures, the data was simplified, making it easier to understand and interpret, as the purpose of descriptive analysis is to enhance the comprehension of data (Babin & Zikmund, 2016). Following the descriptive data analysis, further analysis was conducted using inferential statistical techniques.

#### 4.6.2 Inferential analysis

Inferential statistics involve statistical procedures that can be used to test differences and relationships. For the sections of the questionnaire testing attribute importance, motives and perceptions, inferential statistics were used to address the objectives and hypotheses. All statistical tests were performed on Statistica (version 14.0).

The analysis of sections regarding attribute importance, as well as motivations to purchase and motivations not to purchase dealcoholised wine followed the procedures of the BWS method (sections C, D & E). Firstly, the number of times an attribute or statement was selected as least important was subtracted from the number of times an attribute or statement was selected as most important, creating an aggregated Best-Worst score. Best-Worst scores can range from -4 to 4. In other words, it was only possible for an attribute or statement to be chosen as the most or least important attribute a maximum of 4 times and a minimum of 0 times (Chrysochou *et al.*, 2012). Based on the results, the attributes were ranked in order of importance. Mixed model ANOVA was used to compare BW scores between items. Respondent numbers were added as a random effect, and item, gender, item\*gender interaction as fixed effects. For post hoc testing, Fisher least significant difference (LSD) post hoc testing was used. Normality was assessed by inspecting normal probability plots, and were in all cases judged to be acceptable. To further simplify the results of the BWS sections for interpretation, Best-Worst scores were standardised to a probabilistic ratio scale.

According to Mueller and Rungie (2009), by using a probabilistic ratio, all attributes can be compared to each other by their relative ratio. The score, on a scale of 0 to 100, is calculated by finding the square root of best divided by worst ( $\sqrt{B/W}$ ). The score for all attributes is scaled by a factor, with the most important attribute having a score of 100 (Mueller & Rungie, 2009). For example, an attribute with a score of 50 would be 0,5 (half) as important to the sample as the most important attribute (with a score of 100). It is important to note that the ranking of attributes in order of importance remains the same. The purpose probabilistic ratio score is purely used to simplify interpretation and reporting.

Analysis of the perception questions, as well as purchase intention questions (sections F & G) were also done using mixed model ANOVA with participants as random effect, gender, question and gender\*question interaction as fixed effects.

## 4.7 ETHICAL CONSIDERATIONS

Before commencing with data collection for both phases of the study (focus group and survey), ethical clearance had to be obtained. The study was submitted to the relevant ethical committees for approval, including the Departmental Ethics Screening Committee (DESC) and the Research Ethics Committee: Humanities (REC) of Stellenbosch University. Initially, a proposal of the study, as well as the focus group consent form and focus group discussion guide, was submitted. As the final questionnaire used in the main qualitative phase of the study was developed using the insights gained from the focus group, the final measurement instrument was submitted in a follow-up application. Both applications were approved.

Several steps were taken to ensure that all elements of the study were of a high ethical standard. Two separate, comprehensive consent forms were created for both phases of the study respectively (Addendums A and C). Participants that took part in the focus group, and respondents that completed the questionnaire did so completely willingly. It was made clear that participation in the study was completely optional, and that respondents could withdraw from the study at any point. To ensure anonymity, no personal data such as names were required. The recording of the focus group session was stored on a password-protected computer and was accessible by the researcher only. No personal information or identifiers were used in any further analysis of the focus group session.

For the main survey, completed responses were strictly used for academic purposes only. A non-disclosure agreement (NDA) was put in place between the researcher and Consumer Solutions to ensure the safety of information and identities of respondents. Furthermore, Consumer Solutions were responsible for selecting a winner of the lucky draw, eliminating any potential bias from the side of the researcher. Responses were exported from Qualtrics to Microsoft Excel before they were analysed, leaving no identifying marks linked to respondents. Therefore, several steps were taken to ensure that all aspects of the study were in line with high ethical standards.

## 4.8 CONCLUSION

To gain further insight into the motives, preferences and perceptions of male and female South African Generation Y consumers in terms of dealcoholised wine, a comprehensive research plan was set up. A problem definition was reiterated, highlighting a knowledge gap, from which objectives and hypotheses were derived. As secondary research was not sufficient to address the research problem, there was a need to conduct primary research. A two-phased approach was used in the form of a main, quantitative phase, preceded by an initial qualitative phase. Firstly, a focus group was conducted to ensure that items identified in previous related studies were relevant in the context of the study and its sample, for the main measurement instrument. For the main phase of the study, an electronic, self-administered, non-interactive questionnaire was developed and distributed. Data collected from the questionnaire were analysed using descriptive and inferential statistical techniques. The research design and methodology discussed in this chapter allowed the researcher to collect relevant data, which could be used to address the objectives and hypotheses of this study. The following chapter addresses and provides a discussion of the results that could be drawn from the collected data.

## CHAPTER 5

### RESULTS AND DISCUSSION

#### 5.1 INTRODUCTION

“The common facts of today are results of yesterday’s research.” – Duncan MacDonald.

The primary objective of this study was to investigate the motives, preferences and perceptions of South African male and female Generation Y consumers regarding dealcoholised wine. This chapter reports on the empirical findings, which resulted from the implementation of the comprehensive research design discussed in the previous chapter. Data were gathered through the study’s main quantitative phase (survey). Analysis of findings originating from the preceding qualitative phase (focus group) aided in developing the questionnaire used in the main phase of the study. As a result, data could be collected to address the objectives of the study.

Before addressing the objectives, the data that were gathered needed to be analysed, using both descriptive and inferential statistical techniques. Firstly, descriptive statistical techniques were used to create a profile of the demographic characteristics of the realised sample, as well as their purchase and consumption habits relating to dealcoholised wine. The main sections of the questionnaire, which address the objectives of the study, were analysed through inferential analysis.

As a result, it was possible to identify the motives, preferences and perceptions of the sample, in terms of dealcoholised wine, allowing the researcher to address the objectives and hypotheses of the study. This chapter provides a detailed review of the results of the study through discussions, summaries, as well as visual elements. It should be noted that all results relate to purchasing dealcoholised wine for own consumption.

## 5.2 DATA PREPARATION

The Qualtrics platform, on which the survey used in the main phase of the study was created and hosted, was programmed for responses to be captured automatically when submitted. On completion of the data collection phase, all fully completed responses (626 in total) were exported and prepared for statistical analysis purposes, using the statistical software package Statistica (version 14.0). In the following sections the descriptive and inferential analyses that were conducted for the current study are elaborated upon.

## 5.3 DESCRIPTIVE ANALYSES

Descriptive analysis was used to create an overview of the characteristics of the sample, through the use of visual aids in the form of figures and tables. In other words, descriptive data analysis techniques were used to create a profile of the study's realised sample. Demographic aspects such as the age, gender as well as information about the consumption habits and frequency of the sample were incorporated to create the profile.

### 5.3.1 Response rate

As stated in the methodology section of this study, the data collection process was facilitated by a consumer research firm (Consumer Solutions) by means of a self-administered online questionnaire.

In total, 4.37 percent of consumers who were approached, responded by clicking on the survey invitation (Table 5.1). It should however be noted that clicking the link does not necessarily result in a complete questionnaire, but rather refers to individuals who opened the link in the invitation. As expected, females showed more interest with a considerably higher response rate than males, with response rates of 2.35 percent and 0.97 percent respectively (Table 5.1). This expectation was based on the findings of several studies, suggesting that low and non-alcoholic beverages, such as dealcoholised wine, are more appealing to female consumers than male consumers (Bucher *et al.*, 2018; Chrysochou, 2014; Naspetti, 2019; Pierson, 2015; Saliba *et al.*, 2013). A total of 626 sufficiently completed, usable questionnaires were retrieved,



which translates to an overall response rate of 1.69 percent (Table 5.1). Of the 626 usable questionnaires, 177 were completed by male respondents, while 444 were female respondents.

**Table 5. 1 Survey distribution and sample characteristics**

	<b>Total</b>	<b>Female</b>	<b>Male</b>	<b>Other/Prefer not to say</b>
Reach (n)	37 078	18 856	18 222	n/a
Click (n)	1619	1 079	540	n/a
Responses (n)	626	444	177	5
Response rate (%)	1.69%	2.35%	0.97%	n/a

The relatively low overall response rate of 1.69 percent can be justified as the dealcoholised wine market is still developing in South Africa with a limited number of brands available. Many consumers might not have experience with the dealcoholised wine category, disabling them from participating in this study, which measured motives, preferences and perceptions of dealcoholised wine. According to Babin and Zikmund (2016), an average response rate of below 5 percent can be expected.

### **5.3.2 Demographic profile of the realised sample**

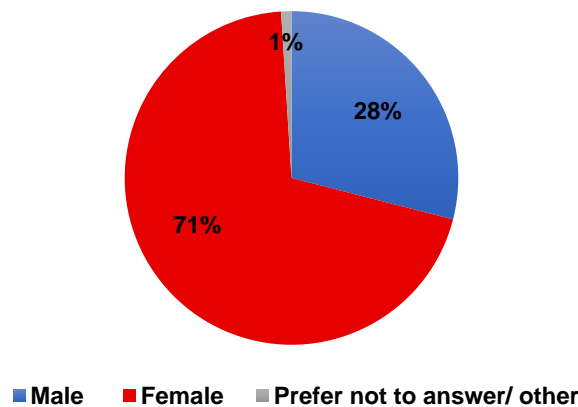
As part of the questionnaire, questions regarding age, gender, consumption habits and willingness to pay were included. Age was included, as it was important for respondents to be part of the Generation Y consumer group. As the study aimed to compare motives, preferences and perceptions that the groups within the sample (male and female respondents) hold in terms of dealcoholised wine, it was important to ensure that sufficient responses were gathered from each group. Lastly, additional questions relating to dealcoholised wine purchase frequency, dealcoholised wine type preference, and willingness to pay were included to gain further insight into the sample's behaviour toward dealcoholised wine, and create a more comprehensive profile of the sample. The following results were found in this regard.

#### **5.3.2.1 Gender**

As part of the study's objectives, the potential differences of the motives, preferences and perceptions of Generation Y South African male and female consumers in terms of dealcoholised wine were considered.

As illustrated in Figure 5.1, 71 percent of the respondents of the realised sample were female (n = 444), 28 percent were male (n=177) and five respondents chose “other” (n= 3) or “prefer not to answer” (n = 2). A sufficient number of responses from both male and female respondents were received to conduct further statistical analyses, as each subgroup (male and female respondents) had a minimum of 100 units (Babin & Zikmund, 2016).

**Figure 5. 1 Gender distribution of the total realised sample**



Additionally, in line with the objectives of the study, it was important that the sample consisted of Generation Y consumers. Therefore, information on respondents' age was collected.

#### 5.3.2.2 Age distribution

For the purposes of this study, and as previously mentioned, Generation Y consumers were defined as individuals born between 1980 and 2000. As screening questions were used to ensure that respondents fell in the defined age category, no outliers were observed. Therefore, all members of the realised sample fell within the defined age category of this. The age of the majority of respondents ranged between 24 and 32. The overall mean age of the sample was 28.54 years, and a median age of 28 years was found. The mean age of both groups (male and female respondents) was roughly the same, with 28.38 years and 28.63 years respectively.

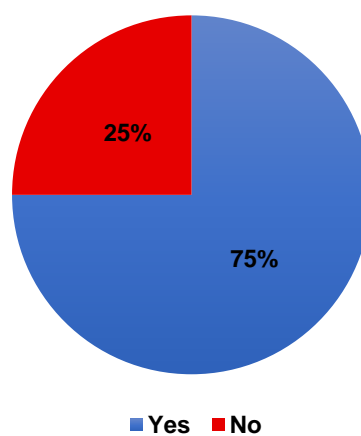
In addition to the demographic questions on age and gender, the questionnaire included further questions regarding purchase and consumption habits.

### 5.3.2.3 Regular wine drinker

Respondents were asked to indicate whether they consider themselves to be “regular” wine drinkers. Regular wine refers to wine containing between 11.5 percent and 13.5 percent alcohol by volume (ABV).

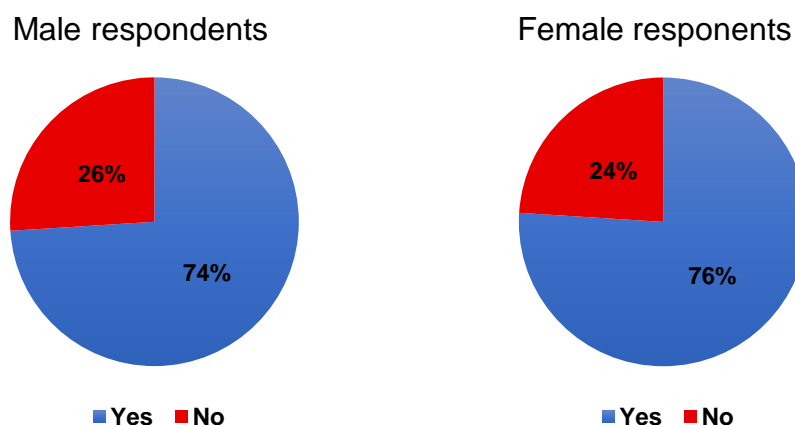
As depicted in Figure 5.2, 75 percent of respondents of the total realised sample indicated that they consider themselves to be regular wine drinkers, while 25 percent did not consider themselves to be regular wine drinkers.

**Figure 5. 2 Regular wine drinker (total realised sample)**



Furthermore, when looking at the different gender groups, it is clear from Figure 5.3 that both male and female respondents reported very similar answers in terms of regular wine consumption. A total of 74 percent of male respondents consider themselves to be regular wine drinkers, while 76 percent of female respondents indicated that they consider themselves to be regular wine drinkers.

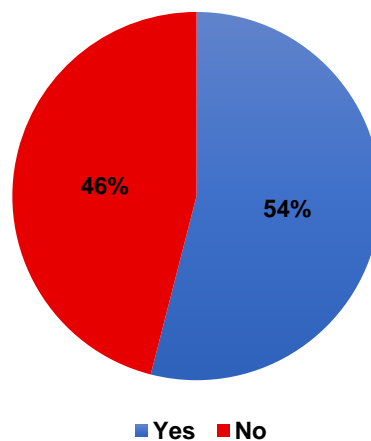
**Figure 5. 3 Regular wine drinker (by gender)**



#### 5.3.2.4 Dealcoholised wine drinker

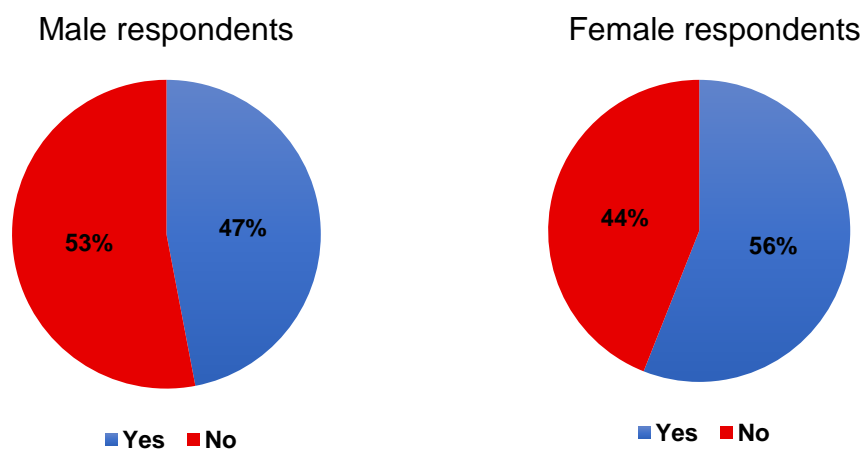
In the next question, respondents were asked if they considered themselves to be dealcoholised wine drinkers. From the overall realised sample, 54 percent of respondents consider themselves to be dealcoholised wine drinkers (Figure 5.4), while 46 percent indicated that they did not consider themselves to be dealcoholised wine drinkers.

**Figure 5. 4 Dealcoholised wine drinker (total realised sample)**



When dealcoholised wine consumption is investigated in terms of gender, a notable finding is that more female respondents of the realised sample indicated that they consider themselves to be dealcoholised wine drinkers (56 percent) than male respondents (47 percent) as indicated in Figure 5.5.

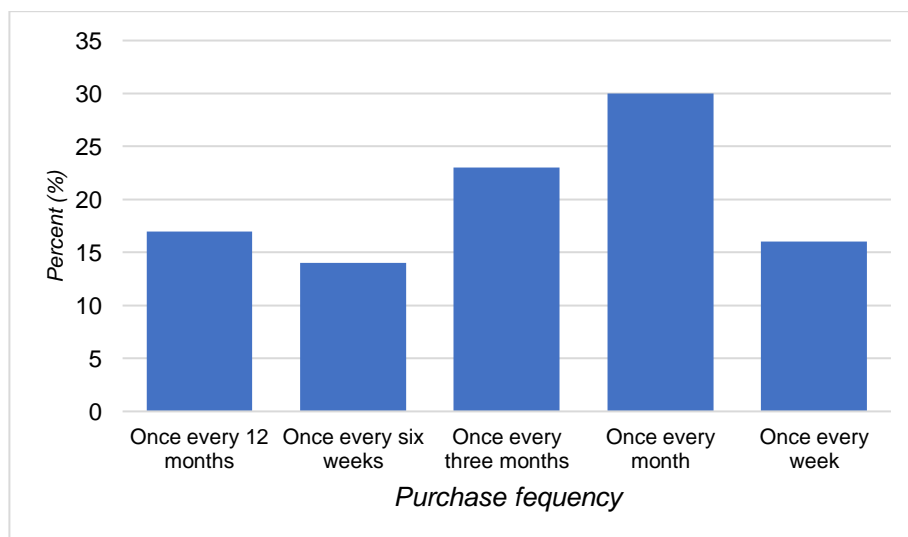
**Figure 5. 5 Dealcoholised wine drinker (by gender)**



### 5.3.2.5 Dealcoholised wine purchase frequency

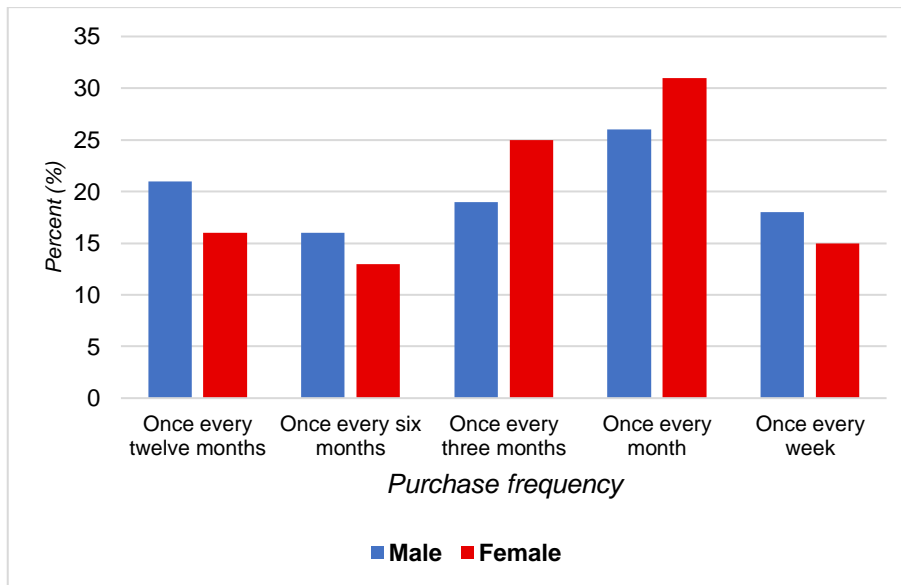
In terms of the purchase frequency of dealcoholised wine, respondents were asked to indicate how regularly they purchase dealcoholised wine from five options. Each of the options represented a time interval as seen in Figure 5.6.

**Figure 5. 6 Purchase frequency of dealcoholised wine (total realised sample)**



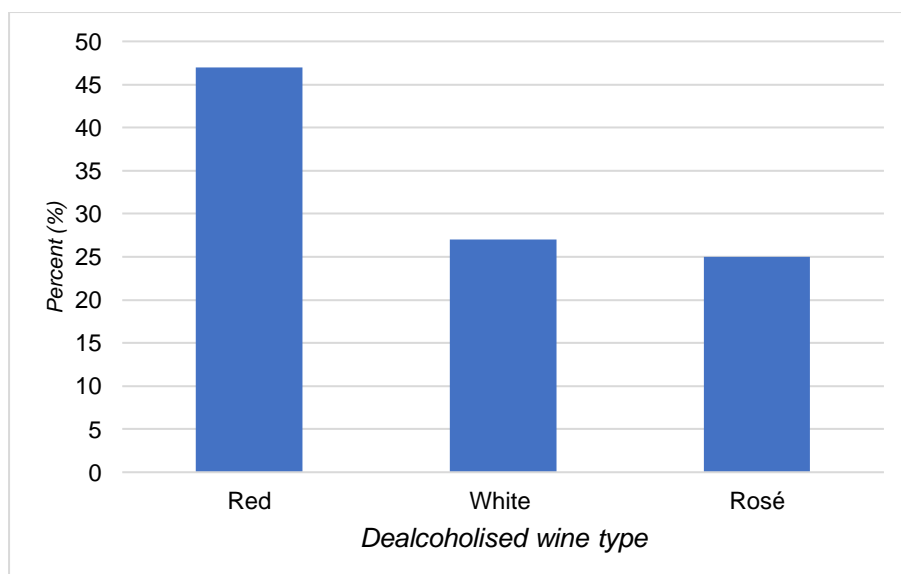
Overall, the majority of respondents tend to purchase dealcoholised wine once every month (30 percent) or once every three months (23 percent). A relatively small number of respondents (16 percent) purchase dealcoholised wine once every week.

In terms of gender, the results show, for example, that the majority of male and female respondents tend to purchase dealcoholised wine once every month. It seems, however, that the purchase frequency of female respondents is higher for the categories “once every three months” and “once every month”, whereas it seems that the purchase frequency of male respondents is somewhat higher for “once every twelve months”, “once every six months” and “once a week” compared to female respondents, as indicated in Figure 5.7.

**Figure 5. 7 Purchase frequency (by gender)**

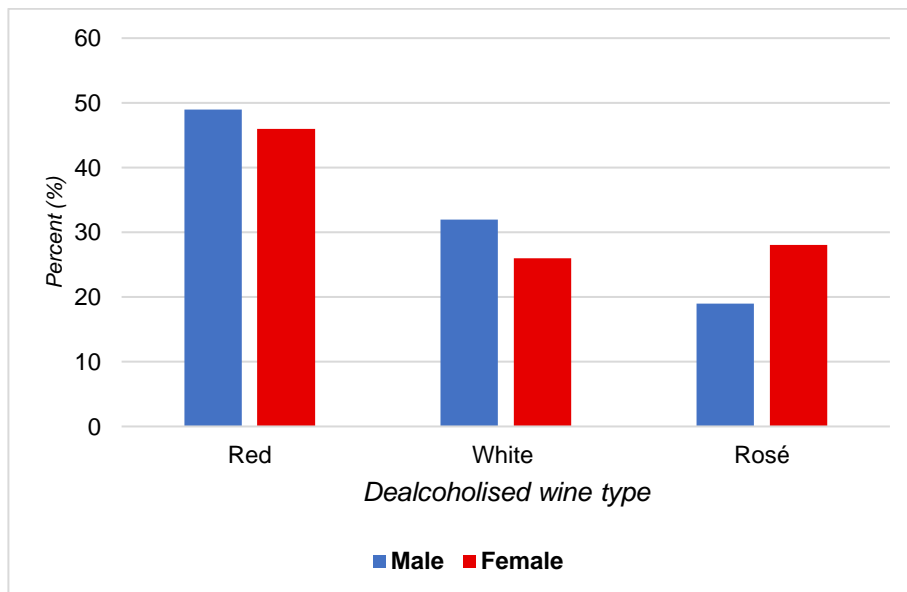
#### 5.3.2.6 Dealcoholised wine type preference

For the purposes of this study, dealcoholised wine was classified into three types, namely red, white and rosé dealcoholised wine. Respondents were asked to indicate what type of dealcoholised wine they prefer. It is evident from Figure 5.8 that 47 percent of respondents of the total realised sample indicated that their preferred dealcoholised wine type is red wine, while it is also clear that the preference for dealcoholised white and rosé wine is fairly similar, with 27 percent and 25 percent respectively.

**Figure 5. 8 Dealcoholised wine type preference (total realised sample)**

When looking at the dealcoholised wine preference of the different gender groups, it was found that both male and female respondents indicated dealcoholised red wine to be their preferred dealcoholised wine type. The results, however, show that female respondents had a notably higher preference for dealcoholised rosé wine than male respondents, with 28 percent of female respondents indicating a preference for rosé, compared to 19 percent of male respondents (Figure 5.9).

**Figure 5. 9 Dealcoholised wine type preference (by gender)**



#### 5.3.2.7 Dealcoholised wine purchase location

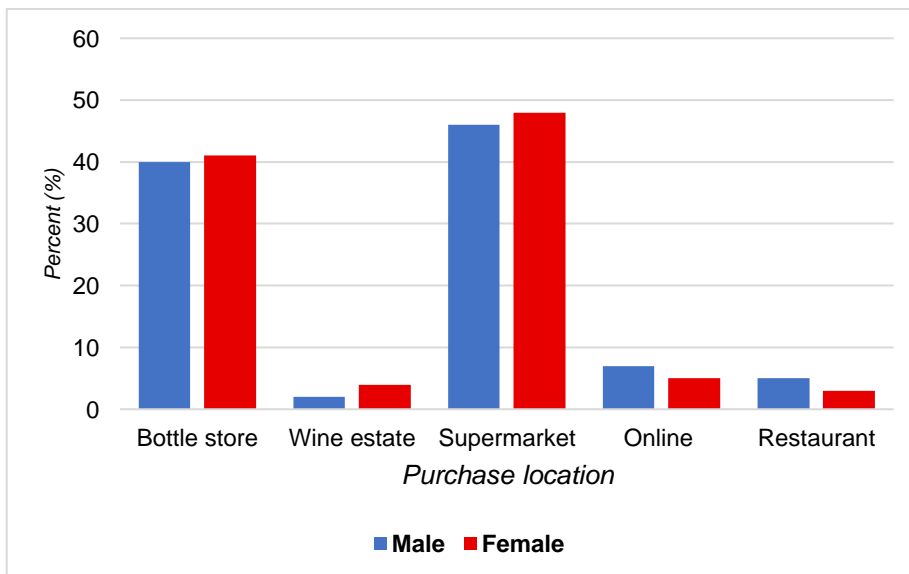
To gain further insight into their purchase behaviour of dealcoholised wine, respondents were asked to indicate where they typically purchase dealcoholised wine. Dealcoholised wine can be purchased from a number of locations including from bottle stores, wine estates, supermarkets, restaurants, or online. As can be seen in Figure 5.10, the vast majority of respondents of the total realised sample purchase dealcoholised wine from a supermarket (47 percent) or bottle store (41 percent). In contrast, very few respondents indicated that they typically purchase dealcoholised wine online (5 percent), from a wine estate (4 percent) or from a restaurant (3 percent). Combined, the latter three locations account for only 12 percent of preferred dealcoholised wine purchase locations, while bottle stores and supermarkets make up the remaining 88 percent (Figure 5.10).

**Figure 5. 10 Dealcoholised wine purchase location (total realised sample)**



In terms of gender, fairly similar trends in terms of purchase location can be observed. Supermarkets and bottle stores were still indicated to be preferred dealcoholised wine purchase locations for both male and female sample groups. However, slightly more male respondents indicated that they purchase dealcoholised wine online or from a restaurant, while slightly more female respondents purchase dealcoholised wine from a wine estate (Figure 5.11).

**Figure 5. 11 Dealcoholised wine purchase location (by gender)**



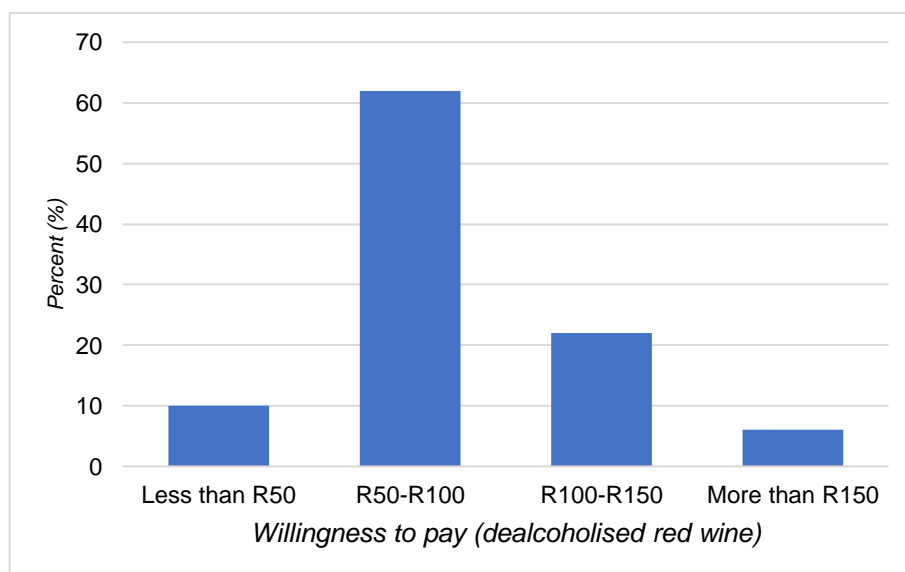


### 5.3.2.8 Willingness to pay

It is important for producers and marketers of dealcoholised wine to consider what consumers are willing to pay for a bottle of dealcoholised wine. Therefore, respondents were asked to indicate how much they are willing to pay for a bottle of dealcoholised wine (both red and white wines were investigated).

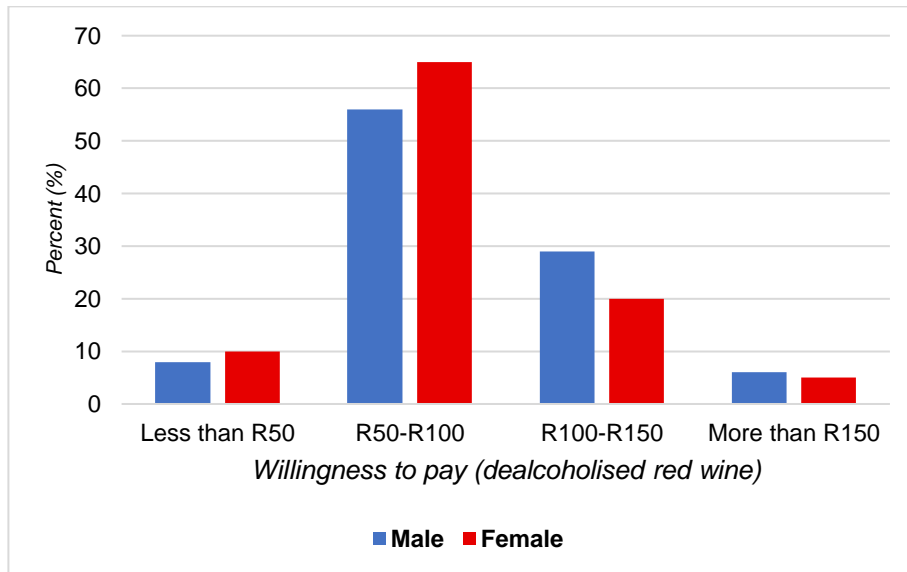
As illustrated in Figure 5.12, most of the respondents (62 percent) of the total realised sample indicated that they were willing to pay between R50 and R100 for a bottle of dealcoholised red wine, which is a relatively low price bracket for red wine. Only 6 percent of the sample suggested a willingness to pay more than R150 for a bottle of dealcoholised red wine.

**Figure 5. 12 Willingness to pay for dealcoholised red wine (total realised sample)**



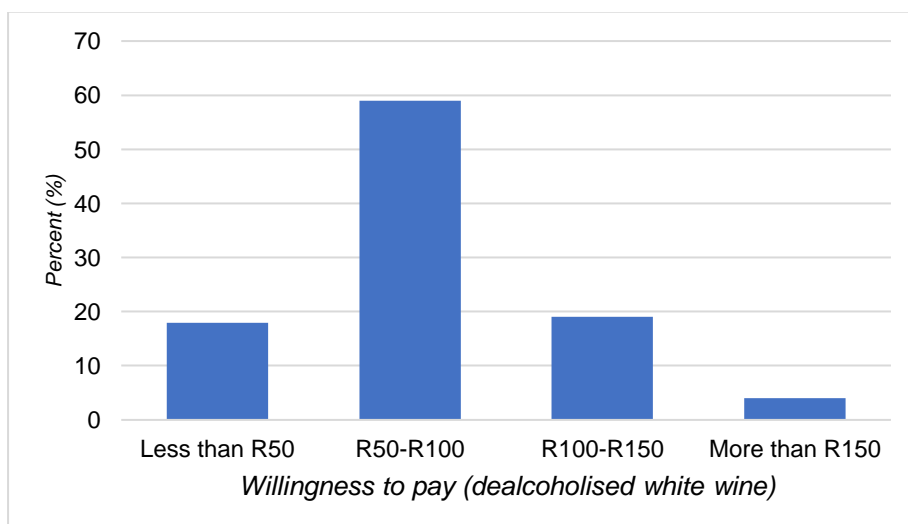
In terms of gender, most male (56 percent) and female (65 percent) respondents indicated a willingness to pay between R50 and R100 for a bottle of dealcoholised red wine. It seems, however, that more males (29 percent) would be willing to purchase dealcoholised red wine at a higher price point (R100-R150) than female respondents (20 percent) as can be seen in Figure 5.13.

**Figure 5. 13 Willingness to pay for dealcoholised red wine (by gender)**



Some similarities and differences can be observed when comparing overall willingness to pay for dealcoholised white wine (Figure 5.14) and dealcoholised red wine (Figure 5.12).

**Figure 5. 14 Willingness to pay for dealcoholised white wine (total realised sample)**

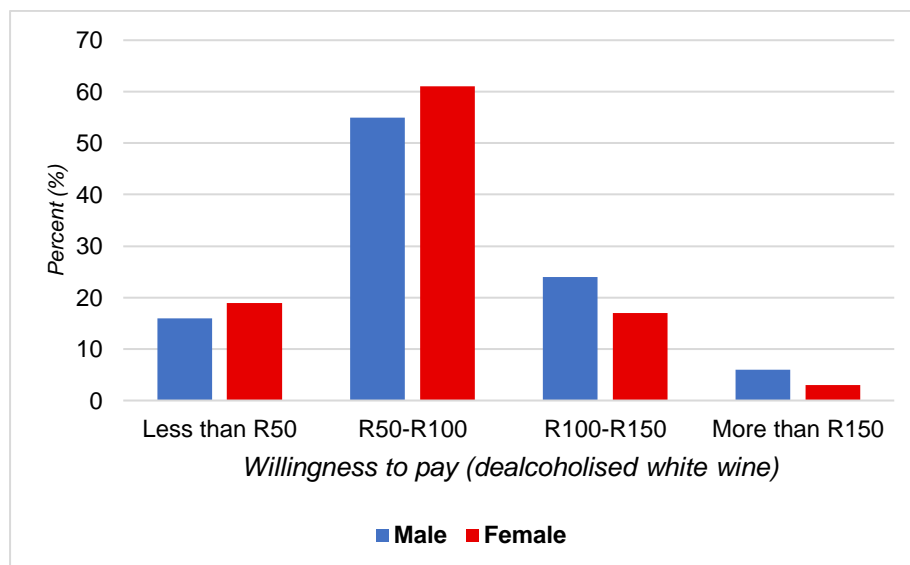


Firstly, similarly to dealcoholised red wine, the R50 to R100 bracket was chosen most often (59 percent) for willingness to pay for dealcoholised white wine by respondents of the total realised sample. However, more respondents (18 percent) selected the price bracket of less than R50 for dealcoholised white wine than dealcoholised red

wine (10 percent). Additionally, only 4 percent of the total sample indicated that they are willing to pay more than R150 for dealcoholised white wine. Therefore, the overall samples willingness to pay for dealcoholised white wine is relatively low, and lower than their willingness to pay for dealcoholised red wine.

When comparing the different gender groups, it is clear from Figure 5.15 that the majority of both gender groups would be willing to pay between R50 and R100 for a bottle of dealcoholised white wine. It is also evident that more male respondents (24 percent) seem to be willing to pay between R100 to R150 for a bottle of dealcoholised white wine than female respondents (17 percent). Additionally, fewer female respondents (3 percent) are willing to pay more than R150 for a bottle of dealcoholised white wine than male respondents (6 percent).

**Figure 5. 15 Willingness to pay for dealcoholised white wine (by gender)**



The descriptive analysis aided to better understand the profile, and to gain insights, of the realised sample of respondents. However, inferential analysis was needed to draw conclusions, to address the specific objectives and hypotheses of the study.

## 5.4 INFERENCE ANALYSES

Descriptive statistics were used to provide a better understanding of the realised sample, and the gender groups within the sample (male and female respondents). However, inferential statistics and empirical testing were needed to draw inferences about the whole population of the study, allowing the findings to be generalised to a broader South African Generation Y dealcoholised wine consumer group. In this section, the findings of the BWS sections, relating to preferences and motives (sections C, D & E of the questionnaire) as well as the findings regarding perceptions and purchase intention will be discussed. It should be noted that the descriptions of some items have been shortened for the purposes of the analysis and discussion of results, as well as readability. For example, “there is a limited availability of dealcoholised wine” has been shortened to “limited availability”. Therefore, throughout chapters 5 and 6, abbreviated items are used. Additionally, potential differences in motives, preferences and perceptions when comparing the groups in the sample (male and female respondents) are discussed.

### 5.4.1 Preferences concerning dealcoholised wine

The first section of the questionnaire that utilised the BWS method related to the preferences that the respondents hold toward dealcoholised wine (attribute importance). This section was included to address the objective “To investigate the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine”.

Table 5.2 shows the results of the overall BW score ranking of preferences toward dealcoholised wine for the total realised sample. The level of importance of each attribute was measured on a range between +4 and -4. Therefore, the BWS mean score could be a maximum of +4 and a minimum of -4. First an aggregated score was calculated for each attribute, by subtracting the total amount of times an attribute was chosen as least important, from the number of times the attribute was chosen as most important. The list of attributes was then ranked based on the mean score of the individual BWS of each attribute (Table 5.2).

In an effort to gain more insight into the data, the BW scores were further standardised to a probabilistic ratio scale, as suggested by Mueller and Rungie (2009). By using a probabilistic ratio, all attributes could be compared to each other by their relative ratio (Mueller & Rungie, 2009). This value is calculated by finding the square root of best, divided by worst ( $\sqrt{B/W}$ ). The score for all attributes is then scaled by a factor, which means that the most important attribute with the highest  $\sqrt{B/W}$  ends up having a score of 100 (Mueller & Rungie, 2009). The score for each of the remaining attributes is then calculated by dividing the  $\sqrt{B/W}$  score of a particular attribute by the  $\sqrt{B/W}$  score of the most important attribute and multiplying by 100. For example, an attribute with a score of 50 would be 0.5 (half) as important to the sample as the most important attribute (with a score of 100). The purpose of the probabilistic ratio score is purely used to enhance interpretation and reporting. The probabilistic ratio score could be used as an indication to marketing strategists of which attributes (in this case the taste of dealcoholised wine) to focus on when marketing strategies are developed. Therefore, probabilistic ratio scores will aid in making recommendations in the final chapter of this study.

**Table 5. 2 Ranking of preferences for dealcoholised wine (total realised sample)**

Rank No.	Attribute	Total Best	Total worst	Aggregated BWS (B-W)	Mean of individual BWS	SD of BWS	Sqrt. B/W	Sqrt std.
1	Taste	1819	60	1759	2.81	1.30	5.51	100
2	Price	790	393	397	0.63	1.81	1.42	26
3	I have tried it before	724	399	325	0.51	1.70	1.35	24
4	Contains very little or no alcohol	712	480	232	0.39	2.03	1.22	22
5	Health value	698	559	139	0.23	2.09	1.12	20
6	Matches my food	639	519	120	0.19	1.78	1.11	20
7	Someone recommended it	641	539	102	0.16	1.78	1.09	20

8	Matches an occasion	582	656	-74	-0.12	1.72	0.94	17
9	Promotion	402	652	-250	-0.40	1.66	0.79	14
10	Medal/Award	426	738	-312	-0.50	1.88	0.76	14
11	Brand name	346	834	-488	-0.78	1.61	0.64	12
12	Attractive front label	248	1072	-824	-1.31	1.65	0.48	9
13	Back label	111	1237	-1126	-1.81	1.54	0.30	5

Table 5.2 indicates that “taste”, “price” and “I have tried it before” were given the highest level of importance by the total sample of respondents, followed by “contains very little or no alcohol” and “health value”, all of which have a positive BWS mean score. “Taste”, as the most important attribute, received notably higher importance than other attributes that were deemed as important, with a BWS mean score of 2.81. Following the approach of the probabilistic ratio scale, taste, as the most important attribute, was given a score of 100. Although “price” was selected as the second most important attribute by the sample, with a BWS mean score of 0.63, “price” received a score of 26 on a probabilistic scale. Therefore, based on the relative ratio, “price” was seen as being 0.26 times as important as “taste”. In other words, although “price” was the second most important attribute, it is roughly only a quarter as important to the sample of respondents as “taste”. “I have tried it before” was identified as being the third most important attribute, with a BWS mean score of 0.51 and a score of 24 on a probabilistic scale. This finding suggests that the sample relies on their own past experiences when selecting and purchasing dealcoholised wine. Additionally, “contains very little or no alcohol”, as well as “health value” were also ranked as being important, with BWS mean scores of 0.39 and 0.23 respectively.

As can be seen in Table 5.2, attributes that were identified as least important by the sample of respondents include “back label”, “information on front label”, “brand name” and “medal/award”. “Back label” had the lowest score, with a BWS mean score of -1.81. The ranking of these mentioned attributes suggests that the sample of respondents do not seem to consider visual elements of a bottle of dealcoholised wine to be important in their purchase decision. In terms of the probabilistic ratio, “back label” was considered to be only 0.05 times as important as “taste”, the most important

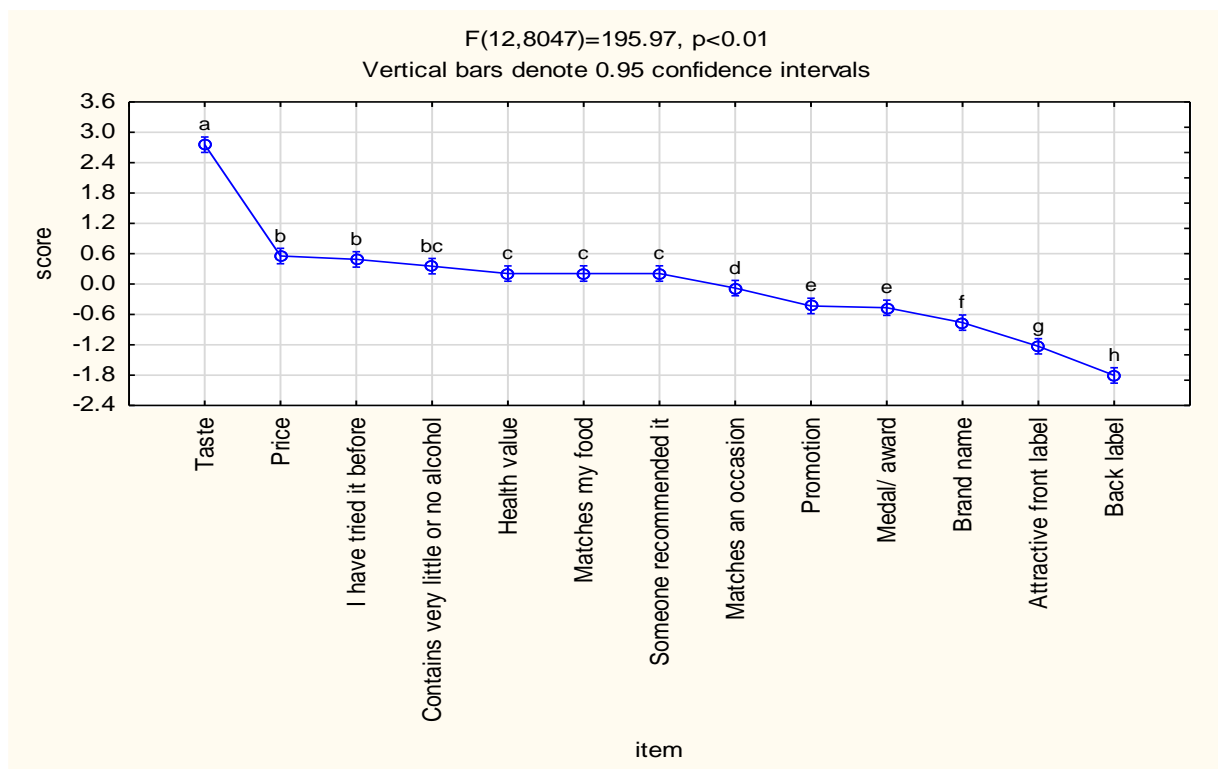
attribute (Table 5.2). In other words, “taste” is considered to be 20 times more important than “back label” when selecting and purchasing a dealcoholised wine.

This study further aimed to gain insights into the preferences that the sample of respondents hold toward dealcoholised wine, by considering significant differences in the relative importance of dealcoholised wine attributes.

#### 5.4.1.1 Relative importance of dealcoholised wine attributes (total realised sample)

To determine if the dealcoholised wine attributes occupy distinct cognitive places in the minds of the sample of respondents, mixed model ANOVA was used.

**Figure 5. 16 Relative importance of dealcoholised wine attributes (total realised sample)**



The results revealed several significant differences with regards to attribute importance and therefore, Hypothesis H01 (There is no difference in the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine) of this study could be rejected. The attributes “taste”, “matches an occasion”, “brand name”, “attractive front label” and “back label” were distinctly different from each other attribute in the minds of the

respondents, with p-values below 0.05. "Taste" was also considered to be distinctly different by the sample of respondents, as well as the most important attribute, compared to other attributes.

However, no significant differences were observed between "price" and "I have tried it before", "price" and "contains very little or no alcohol", "I have tried it before" and "contains very little or no alcohol", "contains very little or no alcohol" and "health value", "contains very little or no alcohol" and "matches my food", "contains very little or no alcohol" and "someone recommended it", "health value" and "matches my food", "health value" and "someone recommended it", "matches my food" and "someone recommended it", as well as between "promotion" and "medal/award". It can therefore be said that these sets of attributes occupy similar levels of importance in the minds of consumers.

A large portion of the attributes where no significant differences were observed, such as "price", "I have tried it before", "contains very little or no alcohol" and "health value", fall into the category of higher importance. It can therefore be said that the sample considers the majority of the most important attributes as roughly equally important, with the clear exception of "taste". However, significant differences were observed in unimportant attributes such as "back label", "attractive front label" and "brand name". Therefore, respondents in the total sample seemed to make clearer differentiations when it came to differences of importance in less important attributes.

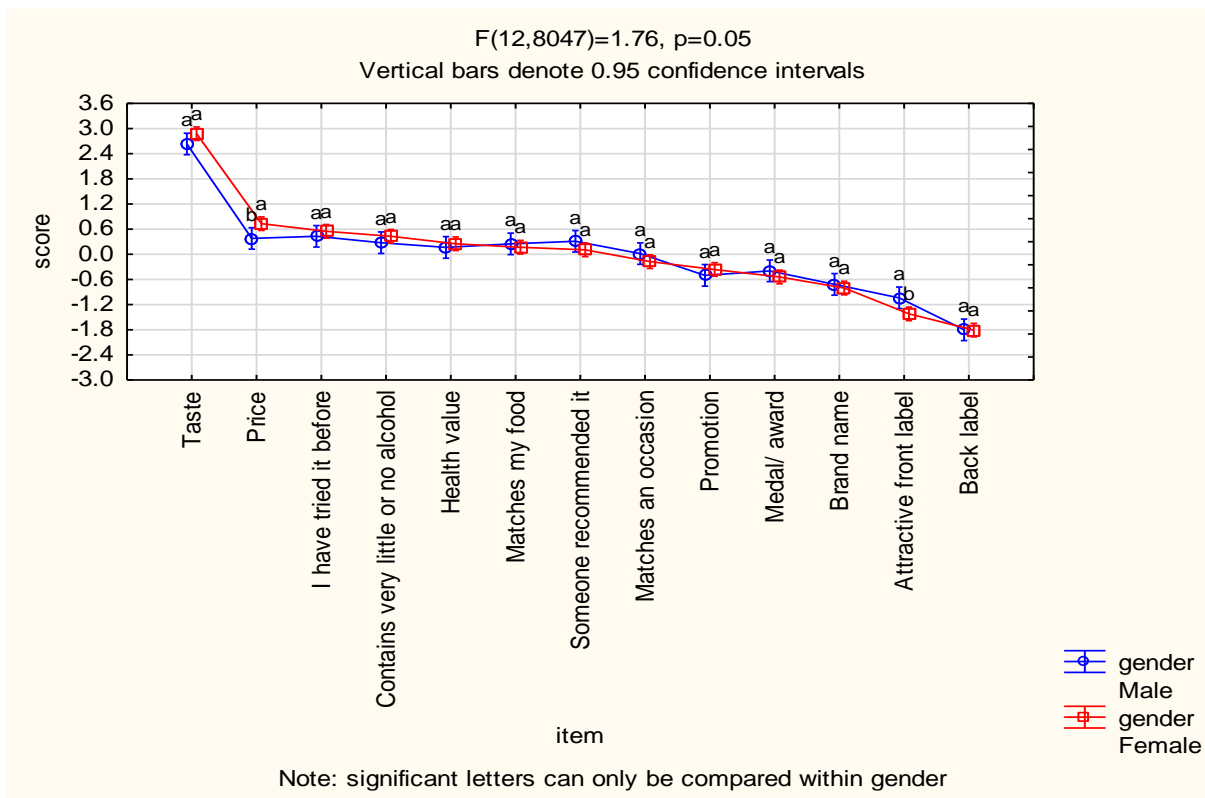
#### 5.4.1.2 Gender and dealcoholised wine attribute importance

To address the objective "To investigate whether there is a difference regarding the importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers", the importance of each attribute was compared for male respondents and female respondents of the realised sample.

To identify significant differences in the importance of attributes when comparing male and female respondents in the realised sample, mixed model ANOVA was used (p-value less than 0.05). As significant differences were found (see Figure 5.17), Hypothesis H02 (There is no difference in the relative importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers) was rejected.



**Figure 5. 17 Dealcoholised wine attribute importance (by gender)**



Firstly, some slight differences in the ranking of the importance of attributes between the different gender groups were found. Additionally, significant differences in the degree of importance given to two of the attributes were found, namely “price” and “attractive front label” (please refer to Figure 5.17 and Table 5.3).

**Table 5. 3 Dealcoholised wine attribute importance (by gender)**

Attribute	Male			Female			P-value
	Rank no.	Mean of individual BWS	SD of BWS	Rank no.	Mean of individual BWS	SD of BWS	
Taste	1	2.63	1.45	1	2.89	1.23	0.11
I have tried it before	2	0.43	1.61	3	0.55	1.74	0.45
Price	3	0.38	1.87	2	0.73	1.77	0.02
Contains very little or no alcohol	4	0.28	2.07	4	0.43	2.01	0.32
Someone recommended it	5	0.31	1.85	7	0.11	1.75	0.19

Matches my food	6	0.25	1.77	6	0.17	1.79	0.61
Health value	7	0.16	2.15	5	0.25	2.07	0.57
Matches an occasion	8	0.02	1.63	8	-0.18	1.76	0.21
Promotion	9	-0.50	1.63	9	-0.36	1.67	0.37
Medal/award	10	-0.40	1.92	10	-0.54	1.86	0.35
Brand name	11	-0.72	1.72	11	-0.81	1.57	0.57
Attractive front label	12	-1.04	1.72	12	-1.42	1.61	0.01
Back label	13	-1.80	1.58	13	-1.81	1.53	0.97

Although no significant differences in attribute importance when comparing the two gender groups were present for the majority of attributes, two significant differences were found. Firstly, it is apparent that female respondents place significantly more importance on “price” compared to male respondents, with a BWS mean score of 0.73 compared to 0.38. A second significant difference was found for the attribute, “attractive front label”, with a p-value of 0.01. Despite being ranked as the second least important attribute by both groups, female respondents place less importance on “attractive front label” than male respondents, with BWS mean scores of -1.42 and -1.04.

#### 5.4.2 Motives to purchase dealcoholised wine

The next objective that was addressed was to investigate potential motives of South African Generation Y consumers to purchase dealcoholised wine. As with the investigation of consumer preferences to consume dealcoholised wine, the BWS method of investigation was also used in this regard. An aggregated score was calculated for each possible motive to consume dealcoholised wine. The list of motives was then ranked based on the BWS mean score of each motive (Table 5.4). As in the previous section, BW scores were standardised to a probabilistic ratio scale.

**Table 5. 4 Ranking of motives to purchase dealcoholised wine (total realised sample)**

Rank No.	Motive (to purchase)	Total best	Total worst	Aggregated BWS	Mean of individual BWS	SD of BWS	Sqrt. B/W	Sqrt.B/W std.
1	To avoid drinking and driving	996	189	807	1.51	1.78	2.3	100
2	I like the taste	681	214	467	0.87	1.73	1.78	78
3	To reduce alcohol intake	697	349	348	0.65	1.73	1.41	62
4	To avoid getting drunk	618	363	255	0.48	1.70	1.30	57
5	I like to stay in control	535	300	235	0.42	1.60	1.34	58
6	To remain sociable with friends	572	464	108	0.20	1.89	1.11	48
7	To achieve my health and fitness goals	376	749	-373	-0.69	2.09	0.71	31
8	To avoid a hangover	364	742	-378	-0.71	1.84	0.70	31
9	To control my weight	317	987	-670	-1.24	2.05	0.57	25
10	Price is lower than regular wine	214	1013	-799	-1.49	1.71	0.46	20

The respondents of the realised sample identified “to avoid drinking and driving”, “I like the taste”, “to reduce my alcohol intake”, as well as “to avoid getting drunk” and “I like to stay in control” as the most important motives for purchasing dealcoholised wine. “To avoid drinking and driving” (a functional motive) was identified as the most important motive to purchase dealcoholised wine, with a BWS mean score of 1.51. As

the most important attribute, “to avoid drinking and driving” was given a probabilistic ratio score of 100. The motive that was ranked as second most important by the total realised sample was “I like the taste”, with a BWS mean score of 0.87 and a probabilistic score of 78. Therefore, “I like the taste” can be seen as being 0.78 times as important as “to avoid drinking and driving”, which can be seen as relatively high. Other motives that were identified as important, such as “to reduce my alcohol intake”, “to avoid getting drunk” and “I like to stay in control”, received probabilistic ratio scores of 62, 57 and 58 respectively. Therefore, the gap between the most important motive and the other important motives were not as large as observed in terms of attribute importance (Table 5.2).

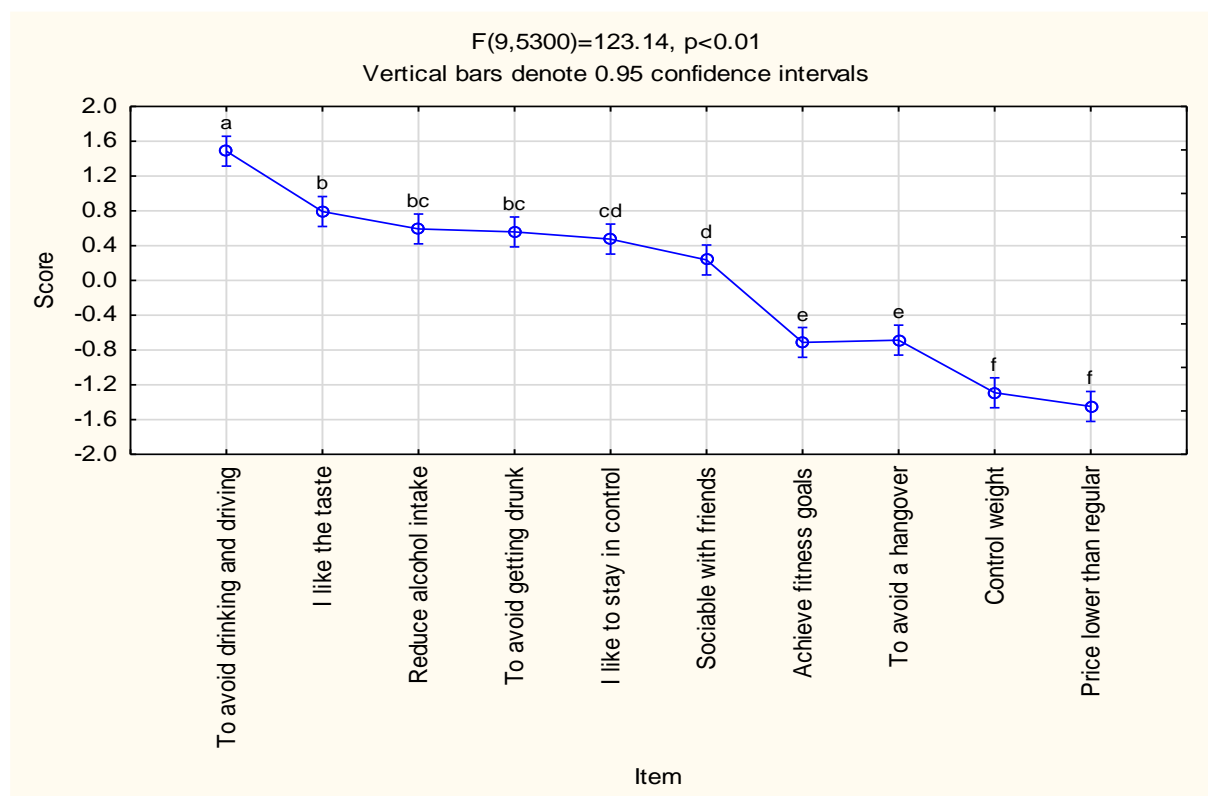
Motives that were identified as less important include “price is lower than regular wine”, to control “my weight” and “to avoid a hangover”. With a BWS mean score of -1.49, “price is lower than regular wine” was identified as the least important motive to purchase dealcoholised wine. Following the approach of a probabilistic ratio, price is lower than regular wine is given a score of 20. Therefore, the most important motive, “to avoid drinking and driving” is regarded as five times as important as “price is lower than regular wine”. Other motives identified as unimportant such as “to control my weight” and “to avoid a hangover”, have BWS mean scores of -1.24 and -0,71 and probabilistic ratio scores of 25 and 31 respectively.

Further insights into the motives of the overall sample to purchase dealcoholised can be gained by considering the relative importance these motives.

#### 5.4.2.1 Relative importance of motives to purchase dealcoholised wine (total realised sample)

To highlight potential significant differences in the importance of motives in the minds of the sample, mixed model ANOVA was used. A p-value of less than 0.05 ( $p < 0.05$ ) indicates that the motives occupy different levels of importance in the minds of the sample. As a significant difference was found, Hypothesis H03 (There is no difference in the relative importance of potential motives of South African Generation Y consumers to purchase dealcoholised wine) was rejected.

**Figure 5. 18 Relative importance of motives to purchase dealcoholised wine  
(total realised sample)**



“To avoid drinking and driving” was identified as being distinctly different from each of the other motives, with a p-value of less than 0.05 (Figure 5.18). No significant differences ( $p > 0.05$ ) were found between “I like the taste”, and “to reduce my alcohol intake”, “I like the taste” and “to avoid getting drunk”, “to reduce my alcohol intake” and “to avoid getting drunk”, “to reduce my alcohol intake” and “I like to stay in control”, “to avoid getting drunk” and “I like to stay in control”, “I like to stay in control” and “to remain sociable with friends”, “to achieve my health and fitness goals” and “to avoid a hangover”, as well as between “to control my weight” and “price is lower than regular wine”. Therefore, the sample clearly identified “to avoid drinking and driving” as being the most important and distinctly different motive to purchase dealcoholised wine.

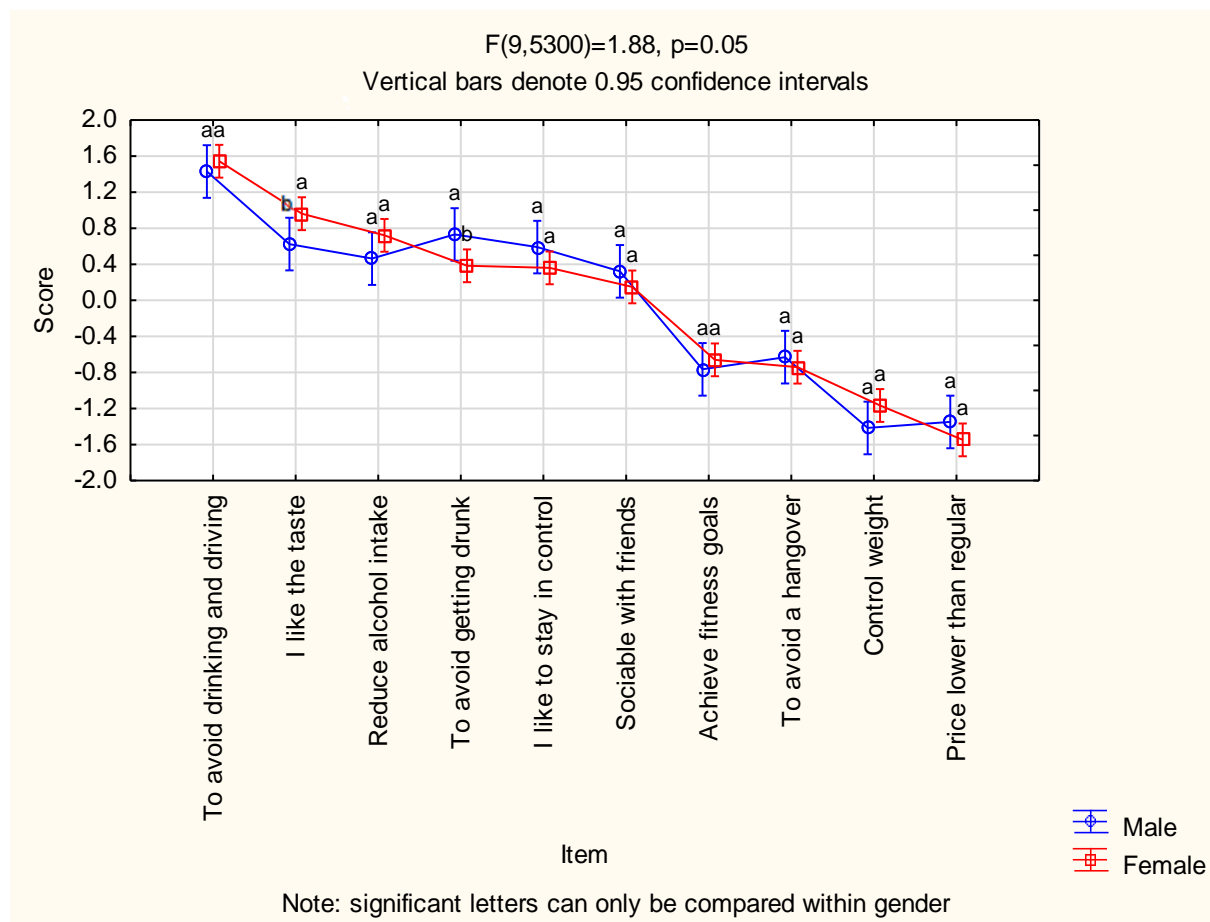
#### 5.4.2.2 Gender and the importance of motives to purchase dealcoholised wine

To address the objective “To investigate whether there is a difference regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers”, the importance of each motive was compared for male respondents and female respondents, using mixed model ANOVA.

As significant differences were found in terms of the importance of certain motives between the different gender groups, Hypothesis H04 (There is no difference in the relative importance regarding motives (to purchase) in terms of dealcoholised wine when comparing male and female South African Generation Y consumers) was rejected.

Firstly, some slight differences in the ranking of the importance of motives (to purchase) was found, while a significant difference in the level of importance given to “avoid getting drunk” and “I like the taste”, as can be seen in Figure 5.19.

**Figure 5. 19 Importance of motives to purchase dealcoholised wine (by gender)**



**Table 5. 5 Importance of motives to purchase dealcoholised wine (by gender)**

Motive (to purchase)	Male			Female			P-value
	Rank no.	Mean of individual BWS	SD of BWS	Rank no.	Mean of individual BWS	SD of BWS	
To avoid drinking and driving	1	1.43	1.95	1	1.54	1.71	0.52
To avoid getting drunk	2	0.73	1.69	4	0.38	1.70	0.05
I like the taste	3	0.62	1.81	2	0.96	1.69	0.05
I like to stay in control	4	0.59	1.63	5	0.36	1.58	0.19
To reduce my alcohol intake	5	0.46	1.66	3	0.72	1.76	0.14
To remain sociable with friends	6	0.32	1.85	6	0.15	1.91	0.32
To avoid a hangover	7	-0.63	1.80	8	-0.74	1.86	0.53
To achieve my health and fitness goals	8	-0.77	2.15	7	-0.66	2.06	0.55
Price is lower than regular wine	9	-1.35	1.83	10	-1.55	1.66	0.26
To control my weight	10	-1.42	1.94	9	-1.17	2.09	0.16

Despite there being slight variations in the ranking of motives, when comparing male and female respondents in the realised sample, no significant differences were identified for most motives. However, significant differences were found for the motive, “to avoid getting drunk”, and “I like the taste”, with p-values of 0.05 (Table 5.5). Therefore, it seems that the male respondents of the realised sample put more importance on “to avoid getting drunk” than female respondents. “To avoid getting drunk” was ranked as second most important by male respondents in the sample, with a BWS mean score of 0.73, while female respondents ranked the motive as fourth most important, with a BWS mean score of 0.38. However, female respondents considered “I like the taste” to be significantly more important than male respondents, with a BWS mean score 0.34 higher than male respondents (Table 5.5).

### 5.4.3 Motives not to purchase dealcoholised wine

In addition to gaining insights into the motives of the respondents of the realised sample to purchase dealcoholised wine, this study aimed to make a further unique contribution to research on this product category by also considering motives for respondents not to purchase dealcoholised wine. This section also made use of BWS and aimed to address the objective “To investigate potential motives of South African Generation Y consumers not to purchase dealcoholised wine”. An aggregated score was calculated for each motive not to purchase dealcoholised wine. The list of motives not to purchase was then ranked based on the BWS mean score of each motive not to purchase. BW scores were also standardised to a probabilistic ratio scale. The results of this process are depicted in Table 5.6.

**Table 5. 6 Ranking of motives not to purchase dealcoholised wine (total realised sample)**

Rank No.	Motive (not to purchase)	Total best	Total worst	B - W	Mean of individual BWS	SD of BWS	Sqrt. B/W	Sqrt.B/W std.
1	Limited availability	1082	177	905	1.86	1.69	2.47	100
2	It is difficult to find	888	179	709	1.46	1.69	2.23	90
3	Lower quality than regular wine	588	248	340	0.71	1.45	1.54	62
4	I dislike the taste	533	221	312	0.65	1.73	1.55	63
5	I am unfamiliar	367	195	172	0.36	1.25	1.37	55
6	More expensive than regular wine	492	330	162	0.33	1.62	1.22	49
7	Does not give me the same effect that regular wine does	356	584	-228	-0.47	1.72	0.78	32
8	My friends do not drink it	245	788	-543	-1.12	1.59	0.56	23



9	If a friend/ family disapproves	151	1040	-889	-1.83	1.62	0.38	15
10	It would be embarrassing	148	1088	-940	-1.94	1.66	0.37	15

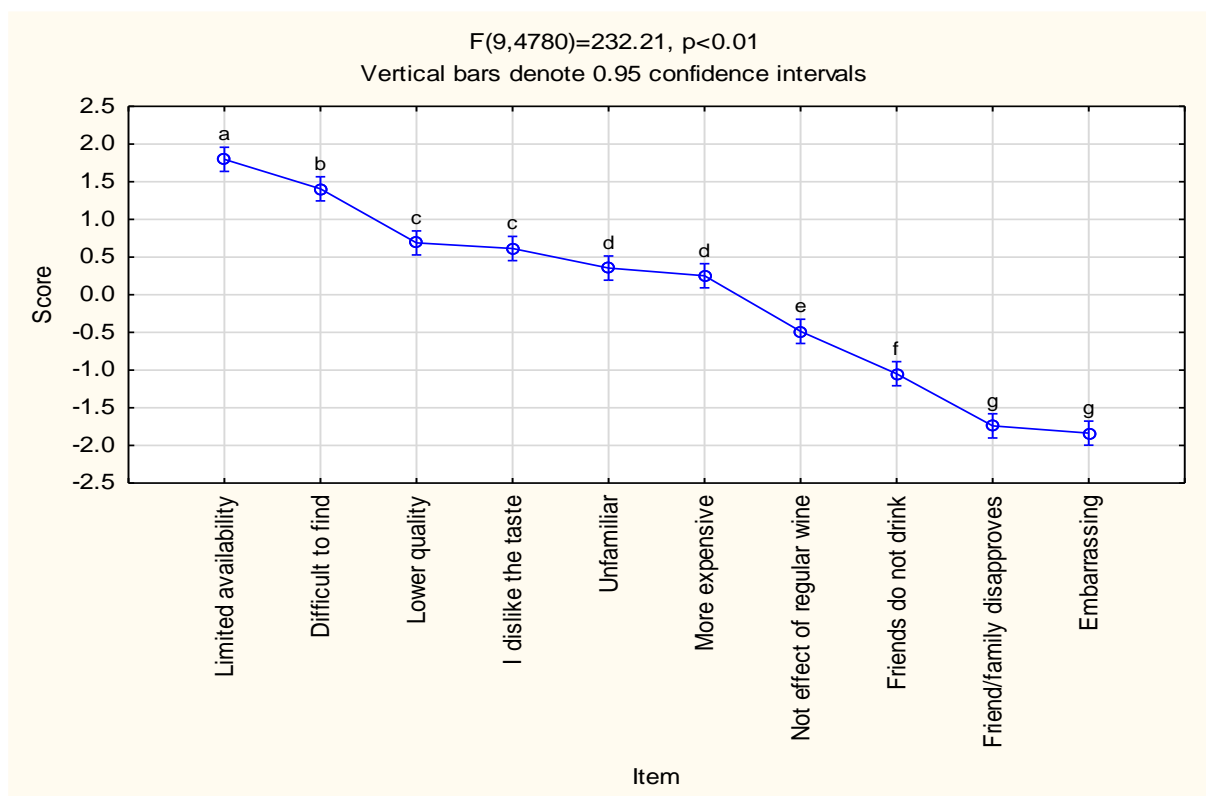
“Limited availability” was identified as the factor that seemed to bother the total sample the most. With a BWS mean score of 1.86 and a probabilistic score ratio of 100, “limited availability” was considered to be the most important motive for respondents not to purchase dealcoholised wine. The motive not to purchase with the second highest mean was “it is difficult to find”, with a mean of 1.46. In terms of the probabilistic ratio score, “it is difficult to find” had a score of 90. Therefore, the sample identified that “it is difficult to find” as bothering them almost as much as “limited availability”. Other high-ranking motives not to purchase dealcoholised wine included “lower quality than regular wine”, “I dislike the taste” and “I am unfamiliar with dealcoholised wine”. “Lower quality than regular wine” and “I dislike the taste” had probabilistic ratio scores of 62 and 63 respectively, meaning they were still relatively important to the sample (Table 5.6).

The lowest ranking motives not to purchase dealcoholised wine included “it would be embarrassing”, “if a friend/ family disapproves” and “my friends do not drink it”. “It would be embarrassing” was identified as the factor that bothers the sample the least, with a mean of -1.94 and a probabilistic ratio score of 15 (Table 5.6). Therefore, “it would be embarrassing” can be said to bother the sample only 0.15 times as much as “limited availability does”. “If a friend/family disapproves” received a very similar score, with a BWS mean score of -1.83 and a probabilistic ratio score of 15 (Table 5.6). Therefore, “if a friend/ family disapproves” can too be said to bother the sample only 0.15 times as much as “limited availability” does. These three motives not to purchase dealcoholised wine are related to social approval. Therefore, it can be said that the overall realised sample of Generation Y respondents do not put great importance on portraying an image, and the approval of others, such as family and friends. Another low-ranking motive not to purchase dealcoholised wine was identified as “does not give me the same effect that regular wine does”, with a BWS mean score of -0.47 and a probabilistic ratio score of 32.

### 5.4.3.1 Relative importance of motives not to purchase dealcoholised wine (total realised sample)

Further insights into what motivates the respondents of this study not to purchase dealcoholised wine can be gained by considering significant differences in the relative importance of these motives not to purchase, using mixed model ANOVA. As several significant differences were found, hypothesis H05 (There is no difference in the relative importance of potential motives of South African Generation Y consumers not to purchase dealcoholised wine) was rejected.

**Figure 5. 20 Relative importance of motives not to purchase dealcoholised wine (total realised sample)**



The motives (not to purchase) “there is limited availability”, “it is difficult to find”, “it does not give me the effect that regular wine does” and “my friends don’t drink it” were all distinct and significantly different from other motives not to purchase as illustrated in Figure 5.20. Therefore, the sample identified “there is limited availability” and “it is difficult to find” as significantly more important than all other motives not to purchase dealcoholised wine. In other words, respondents were able to differentiate between motives (not to purchase) that are on the high end of the spectrum, and can therefore be said to have strong opinions regarding “there is limited availability” and “it is difficult

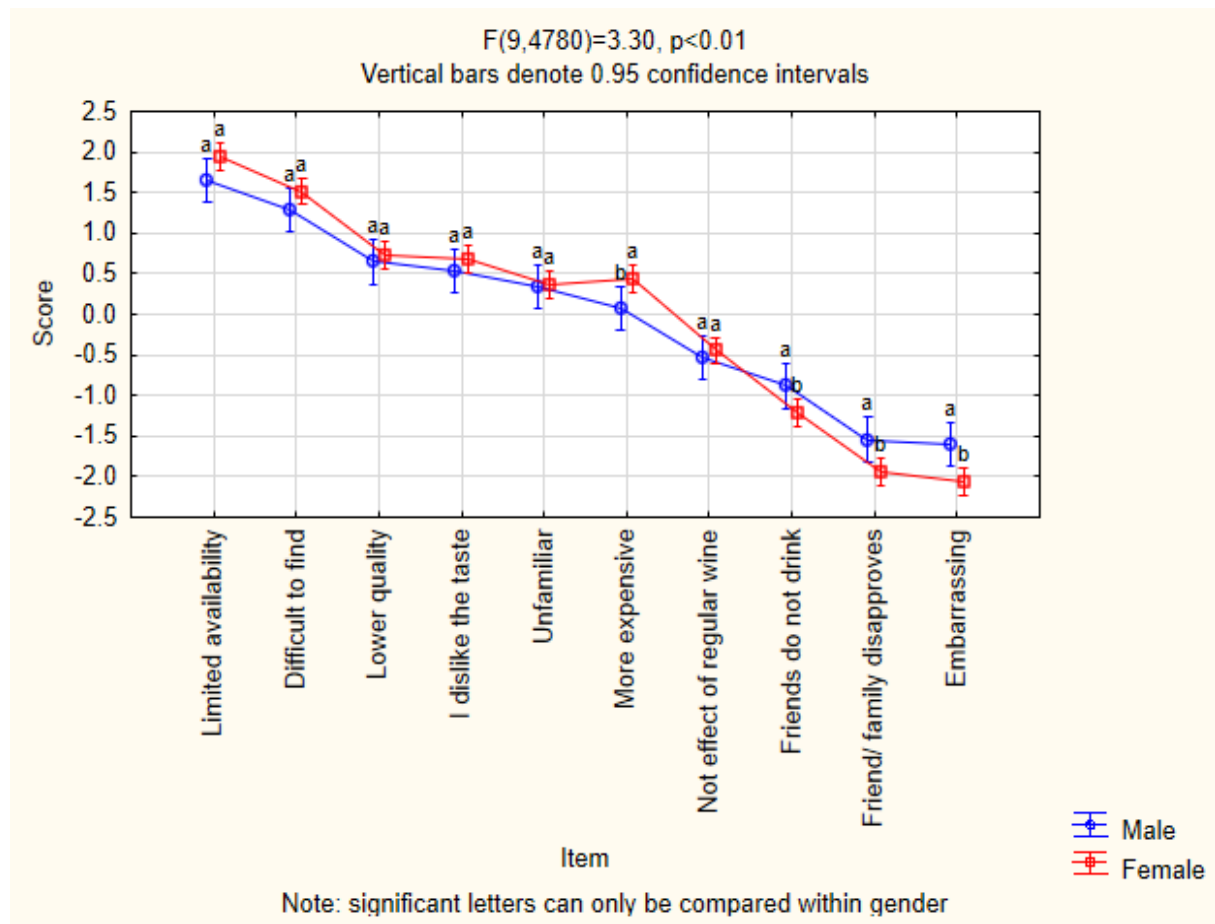
to find". Additionally, as discussed, "it does not give me the effect that regular wine does" and "my friends don't drink it" were observed as being significantly different from other motives (not to purchase), and are on the lower end of the spectrum. Therefore, although relatively unimportant, respondents in the sample have strong opinions about the importance of these motives (not to purchase).

As mentioned, significant differences were found for four out of ten motives not to purchase dealcoholised wine. However, no significant differences were found between "lower quality than regular wine" and "I dislike the taste", "I am unfamiliar" and "more expensive than regular wine", and "if a friend/family disapproves" and "it would be embarrassing", as p-values were above 0.05. Therefore, respondents did not differentiate strongly between motives (not to purchase) that fell in the mid-range, and therefore do not have strong opinions about these motives (not to purchase).

#### 5.4.3.2 Gender and the importance of motives not to purchase dealcoholised wine

Another objective that this study was to investigate is whether there would be a difference regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers. Therefore, a comparison was made between male and female respondents, regarding the importance of motives not to purchase dealcoholised wine. To identify significant differences in the importance of motives when comparing male and female respondents in the sample, mixed model ANOVA was used. Although minimal differences were found in the ranking order of the two groups, several significant differences were found in the importance given to some motives not to purchase (Figure 5.21 and Table 5.7), and therefore hypothesis H06 (There is no difference in the relative importance regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers) was rejected.

**Figure 5. 21 Importance of motives not to purchase dealcoholised wine (by gender)**



**Table 5. 7 Importance of motives not to purchase dealcoholised wine (by gender)**

Motive (not to purchase)	Male			Female			P-value
	Rank no.	Mean of individual BWS	SD of BWS	Rank no.	Mean of individual BWS	SD of BWS	
Limited availability	1	1.65	1.79	1	1.95	1.64	0.07
It is difficult to find	2	1.29	1.79	2	1.52	1.65	0.17
Is lower quality than regular wine	3	0.65	1.51	3	0.73	1.43	0.61
I dislike the taste	4	0.54	1.84	4	0.69	1.69	0.38
I am unfamiliar	5	0.35	1.36	6	0.36	1.20	0.92
Is more expensive than regular wine	6	0.08	1.54	5	0.43	1.64	0.03

Does not give me the effect that regular wine does	7	-0.53	1.68	7	-0.45	1.74	0.63
If friends do not drink it	8	-0.88	1.63	8	-1.22	1.57	0.04
If a friend/family disapproves	9	-1.54	1.58	9	-1.94	1.62	0.01
It would be embarrassing	10	-1.60	1.74	10	-2.07	1.60	0.01

As evident from Table 5.7 and Figure 5.21, significant differences were found for four of the motives not to purchase when comparing male and female respondents. Significant differences were found for “is more expensive than regular wine”, “if friends do not drink it”, “if a friend/family disapproves” and “it would be embarrassing”, as p-values less than 0.05 were found. The female respondent group indicated that “is more expensive than regular wine” bothers them more than it does the male respondent group, with BWS mean scores of 0.43 and 0.08 respectively. Furthermore, female respondents were bothered less by “if friends do not drink it”, “if a friend/family disapproves” and “it would be embarrassing” than male respondents.

To further understand the sample’s behaviour toward dealcoholised wine, the study aimed to gain insight into the perceptions that South African Generation Y consumers hold of the dealcoholised wine product.

#### 5.4.4 Perceptions of dealcoholised wine

Another important contribution of this study was to address the perceptions that South African Generation Y consumers have of dealcoholised wine and also to investigate whether there is a difference in perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers. The perceptions of respondents were measured by means of 6 items measured with a 7-point Likert-type scale. Analysis of the perception questions were also done using mixed model ANOVA.

Figures 5.22 to 5.27 provide an overview of the distribution of answers to each of the items regarding perceptions. Table 5.8 provides a summary of the findings relating to

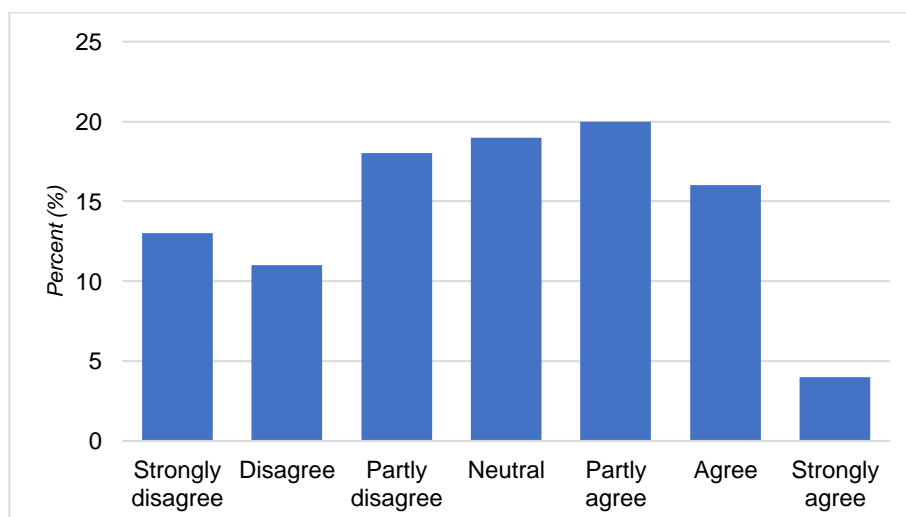
the whole sample, while Table 5.9 provides a comparison of the answers of male and female respondents.

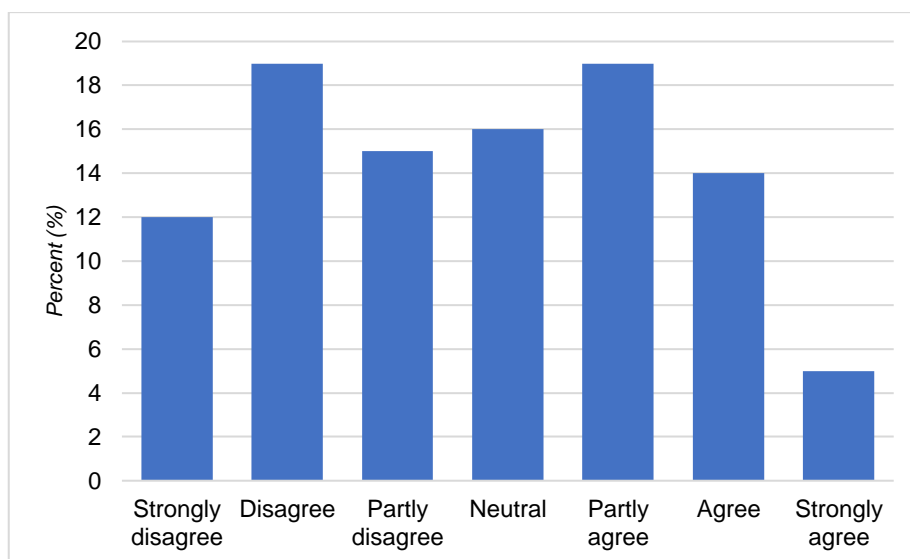
**Table 5. 8 Perceptions of dealcoholised wine (total realised sample)**

Perception item	SD	Mean
Dealcoholised wine...		
Is healthier than regular wine	1.53	5.04
Is more expensive than regular wine	1.45	4.56
Tastes similar to regular wine	1.73	3.86
Tastes similar to grape juice	1.76	3.75
Is a feminine product	1.85	2.87
Is for boring/conservative consumers	1.60	2.26

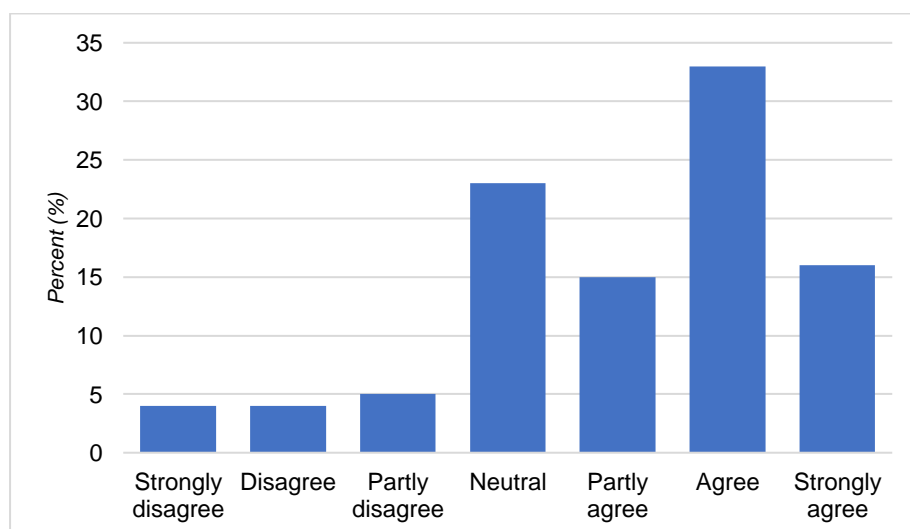
As the perception items were measured on a 7-point Likert-type scale, mean answers can vary from 1 to 7. Overall, the respondents were fairly neutral concerning whether dealcoholised wine tastes similar to regular wine or not, with a mean of 3.86. As can be seen in figure 5.22, answers were predominantly in the mid-range, and were distributed fairly evenly. Similarly, answers were fairly neutral with regards to if dealcoholised wine tastes similar to grape juice, with an overall mean of 3.75 (Figure 5.23).

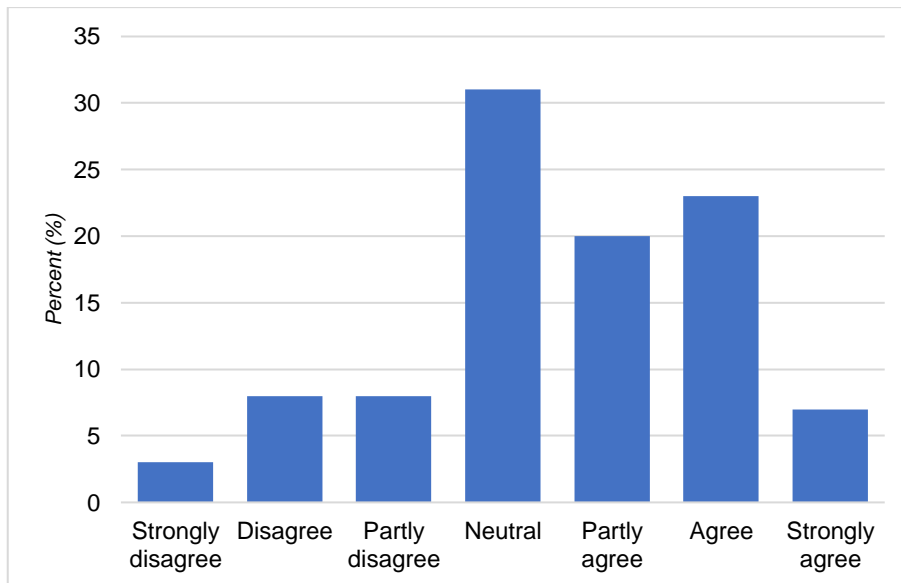
**Figure 5. 22 Item1: Dealcoholised wine tastes similar to regular wine**



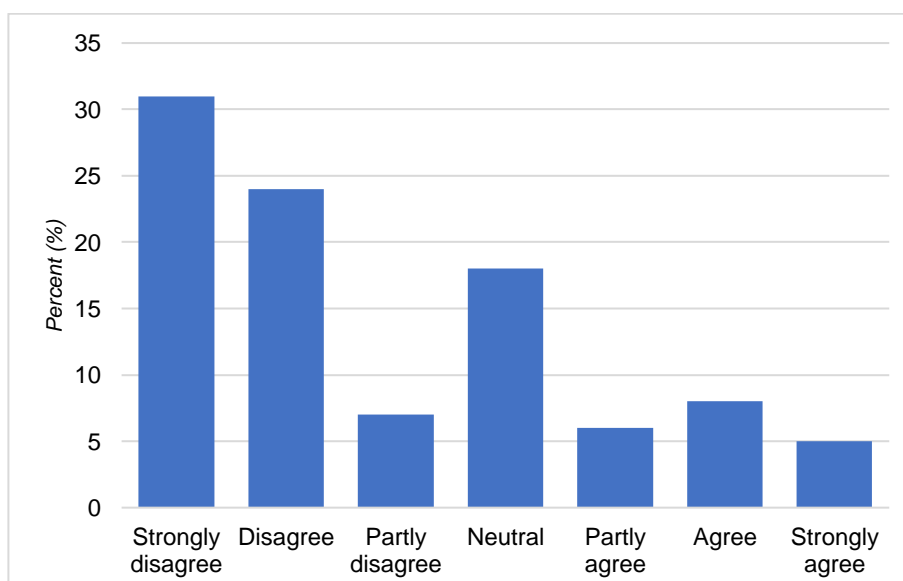
**Figure 5. 23 Item 2: Dealcoholised wine tastes like grape juice**

Stronger agreement can be observed with the item that investigated whether dealcoholised wine is healthier than regular wine, with a mean of 5.04. According to figure 5.24, the majority of the sample chose “partly agree”, “agree” and “completely agree”. Therefore, it can be said that the respondents perceive dealcoholised wine as being healthier than regular wine. A mean of 4.56 indicates a slight positive perception when asked if they think dealcoholised wine is more expensive than regular wine (Table 5.7). As it can be observed in Figure 5.25 that answers were skewed toward agreement with the statement “dealcoholised wine is more expensive than regular wine”. The sample therefore seem to perceive dealcoholised wine as being more expensive than regular wine.

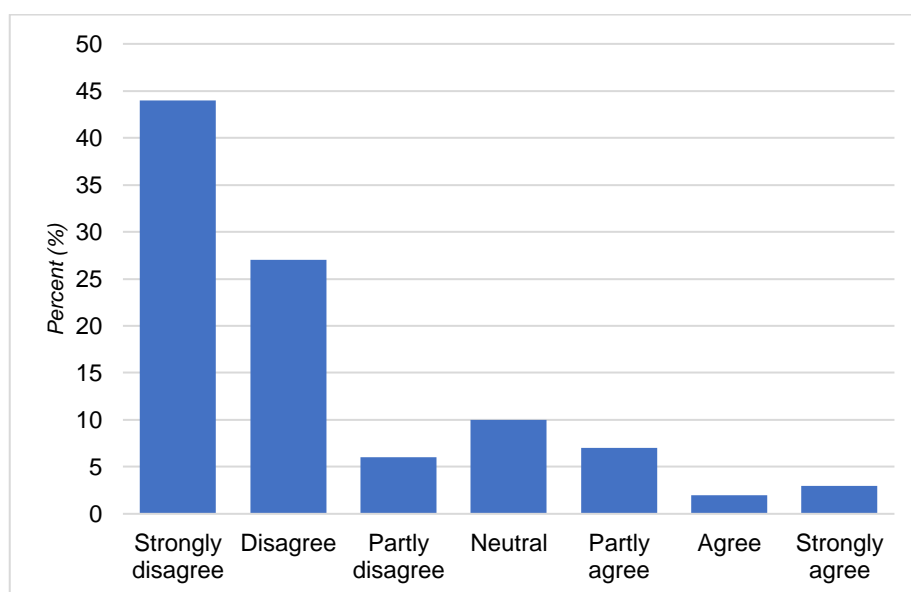
**Figure 5. 24 Item 3: Dealcoholised wine is healthier than regular wine**

**Figure 5. 25 Item 4: Dealcoholised wine is more expensive than regular wine**

However, when asked whether dealcoholised wine is a feminine product, answers were skewed towards disagreement. A mean of 2.87 suggests a slight disagreement with the statement. Figure 5.26 indicates a skewness to disagreement. It can therefore be said that the sample do not perceive dealcoholised wine as a feminine product. Lastly, a slightly stronger disagreement was indicated for the item, dealcoholised wine is for boring/conservative consumers. A mean of 2.26 indicates a disagreement with the statement (Table 5.7). A total of 44 percent of respondents completely disagreed, and 27 percent disagreed with the statement (Figure 5.27).

**Figure 5. 26 Item 5: Dealcoholised wine is a feminine product**



**Figure 5. 27 Item 6: Dealcoholised wine is for boring/conservative consumers**

#### 5.4.4.1 Gender and perceptions of dealcoholised wine

Overall, few significant differences were identified regarding perceptions that the respondents hold toward dealcoholised wine when comparing male and female respondents. Although some differences in means can be observed in Table 5.9, a single significant difference was found for the perception that dealcoholised wine is for boring/conservative consumers. Therefore, hypothesis H07 (There is no difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers) could be rejected. Although both genders had low perceptions of the item “is for boring/conservative consumers”, male respondents indicated a slightly less favourable perception than female respondents, with means of 2.62 and 2.12 respectively.

**Table 5. 9 Perceptions of dealcoholised wine (by gender)**

Perception item	SD (male)	Mean (male)	SD (female)	Mean (female)	P-value
Dealcoholised wine...					
Tastes similar to regular wine	1.76	3.76	1.72	3.90	0.39
Tastes similar to grape juice	1.75	3.73	1.77	3.75	0.92
Is healthier than regular wine	1.61	4.98	1.50	5.07	0.59
Is more expensive than regular wine	1.53	4.51	1.43	4.58	0.69

Is a feminine product	1.92	2.68	1.82	2.93	0.13
Is for boring/conservative consumers	1.80	2.62	1.49	2.12	0.01

The final aspect that was investigated in this study was the intention of respondents to purchase dealcoholised wine.

#### 5.4.5 Purchase intention for dealcoholised wine

In this study, purchase intention was measured with 6 items, using a 7-point Likert-type scale. Therefore, means can range from 1 to 7, where 1 represents “strongly disagree”, while 7 represents “strongly agree”. As in previous sections (sections C - F), mixed model AVOVA was used for analysis.

Overall, mean scores were strongly skewed towards agreement with the statements. For example, a mean of 5.54 was given to the item, “I am likely to make a future purchase of dealcoholised wine”, and 5.59 for the item, “I will buy dealcoholised wine again” (Table 5.10). Therefore, it can be said that the total sample has a fairly high, positive intention to purchase dealcoholised wine. Furthermore, the sample indicated a strong agreement to consume dealcoholised wine in the future. “I intend to drink dealcoholised wine soon” received a mean of 5.06, and “I will drink dealcoholised wine again” scored a mean of 5.52 (Table 5.10).

**Table 5. 10 Purchase intention for dealcoholised wine (total realised sample)**

Purchase intention	SD	Mean
I am likely to make a future purchase of dealcoholised wine	1.74	5.54
I will buy dealcoholised wine again	1.65	5.59
I intend to drink dealcoholised wine soon	1.72	5.06
I will drink dealcoholised wine again	1.62	5.52

When comparing male and female respondents, slight differences are evident. To test for potential significant differences, a p-value of 0.05 was used. A p-value of 0.01 indicates that a significant difference occurred for the item, “I am likely to make a future purchase of dealcoholised wine”. Female respondents indicated a higher agreement with the phrase, with a mean 0.44 higher than the male respondent group. A second significant difference occurred for the statement, “I will drink dealcoholised wine again”,

where a p-value of <0.01 can be observed. Female respondents seem to have a higher level of agreement with the statement than male respondents, with a mean of 5.19 and 4.72 (Table 5.11).

**Table 5. 11 Purchase intention of dealcoholised wine (by gender)**

Purchase intention	SD (male)	Mean (male)	SD (female)	Mean (female)	P-value
I am likely to make a future purchase of dealcoholised wine	1.84	5.22	1.68	5.66	0.01
I will buy dealcoholised wine again	1.69	5.43	1.63	5.65	0.22
I intend to drink dealcoholised wine soon	1.82	4.72	1.67	5.19	<0.01
I will drink dealcoholised wine again	1.65	5.34	1.61	5.59	0.14

The findings of this pioneering study provide much needed insights into the consumer behaviour of South African Generation Y consumers in terms of motives, preferences and perceptions of dealcoholised wine. The study's main results are summarised and reiterated next, after which a summary of the hypotheses and their individual outcomes are provided.

## 5.5 SUMMARY OF EMPIRICAL RESULTS, HYPOTHESES AND OUTCOMES

In terms of preferences regarding dealcoholised wine, "taste", "price" and "I have tried it before" were identified as the most important considerations for the entire sample when purchasing dealcoholised wine. However, "taste" was identified as being significantly more important than other attributes, and significantly different from other wine-related attributes in the minds of respondents. Attributes such as "back label", "attractive front label" and "brand name", which were identified as least important by respondents of the total sample, were all distinctly different from each other attribute, indicating that the sample has strong opinions regarding these unimportant attributes. In terms of gender, although both groups regarded the same four attributes as most important, minor differences were found regarding the ranking of attributes when comparing male and female respondents. Female respondents, however, placed

significantly more importance on “price” than male respondents, and significantly less importance on the attribute “attractive front label”.

The analysis of results indicate that the total realised sample seem to be motivated to purchase dealcoholised wine predominantly for reasons such as “to avoid drinking and driving”, “I like the taste”, “to reduce my alcohol intake” and “to avoid getting drunk”, which are mainly functional in nature. The level of importance given to “I like the taste” further highlights the central role of taste in purchasing dealcoholised wine. Similarly to preferences, the most important motive, “to avoid drinking and driving”, was found to be significantly more important than other attributes, and distinctly different from other attributes in the minds of consumers. Motives such as “price is lower than regular wine”, “to control my weight”, “to avoid a hangover” and “to achieve my health and fitness goals” were deemed as least important by the respondents of the total sample. However, these less important motives were less distinct from other motives in terms of importance, implying that respondents do not have strong opinions concerning these motives. Minor differences in the ranking of motives to purchase dealcoholised wine were found between male and female respondents. Two significant differences were found, namely for “to avoid getting drunk” and “I like to stay in control”. Results indicate that male respondents place more importance on “to avoid getting drunk”, while female respondents place more importance on “I like the taste”.

In terms of motives not to purchase dealcoholised wine, respondents of the total realised sample were seemingly most bothered by “limited availability”, “it is difficult to find”, “lower quality than regular wine” and “I dislike the taste”. “Limited availability” and “difficult to find” were identified as being distinctly different from other motives (not to purchase), highlighting the issue of awareness and availability of dealcoholised wine as a potential challenge to the wider acceptance of dealcoholised wine by Generation Y consumers. An insightful finding in terms of motives (not to purchase dealcoholised wine), relating to social pressures, such as “it would be embarrassing”, “friends/family disapprove” and “friends do not drink it” were identified as bothering the sample the least (least important). Therefore, the issue of social pressure and portraying a certain socially acceptable image was not deemed important by the sample of respondents. Both gender groups had identical ranking in terms of the four most important motives not to purchase dealcoholised wine, with no significant difference in the level of importance for these motives (not to purchase). Differences were, however, found for

a number of motives (not to purchase) in the lower end of importance, when comparing the two gender groups in the sample. The female respondent group indicated that “dealcoholised wine is more expensive than regular wine”, bothers them more than the male respondent group, while female respondents were bothered less by “if friends do not drink it”, “if a friend/family disapproves” and “it would be embarrassing”.

Lastly, it was found that the total sample of respondents perceive dealcoholised wine as a healthier, but more expensive alternative to wine. Furthermore, dealcoholised wine was not considered to be a feminine product or for boring and conservative consumers. When comparing gender groups, male respondents indicated a slightly less favourable perception than female respondents in terms of the item dealcoholised wine “is for boring/conservative consumers”. An overall positive purchase intention for dealcoholised wine was also found in the sample.

The study achieved its main objective, as insight was gained into the perceptions, motives and preferences of South African Generation Y consumers for dealcoholised wine. Furthermore, based on the results, all proposed hypotheses could be addressed. A summary of hypotheses and their individual outcomes is provided in Table 5.12. It should be noted that although, the intention of the sample to purchase dealcoholised wine was additionally explored in the main phase of the study (survey), purchase intention does not form part of the objectives or title of the study, but is rather an additional way to further enrich the results of the study.

**Table 5. 12 Summary of hypotheses and outcomes**

Null hypothesis	Rejected/Not rejected
H01: There is no difference in the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine.	Rejected
H02: There is no difference in the relative importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers.	Rejected
H03: There is no difference in the relative importance of potential motives of South African Generation Y consumers to purchase dealcoholised wine.	Rejected

H04: There is no difference in the relative importance regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.	Rejected
H05: There is no difference in the relative importance of potential motives of South African Generation Y consumers not to purchase dealcoholised wine.	Rejected
H06: There is no difference in the relative importance regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.	Rejected
H07: There is no difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers.	Rejected

## 5.6 CONCLUSION

The main aim of this study was to gain insight into the motives (to purchase and not to purchase), preferences and perceptions of South African male and female Generation Y consumers, in terms of the dealcoholised wine product. Previous related studies, a review of literature, as well as the findings of study's qualitative phase, assisted in developing the questionnaire, which was used to collect quantitative data for the main phase of the study. A comprehensive research design allowed the researcher to collect relevant and reliable information which was analysed to address the objectives and hypotheses of the study.

The statistical analyses of the data provided insight into the behaviour of the realised sample toward dealcoholised wine. Firstly, an understanding of the demographic profile of the sample was gained, using descriptive techniques. Inferential analyses allowed the researcher to rank attributes, motives (to purchase) as well as motives (not to purchase) in order of importance and to highlight differences between male and female respondents. Further insights were gained regarding how dealcoholised wine is perceived by the sample of South African Generation Y consumers, while their purchase intention of dealcoholised wine was also investigated. The findings and results discussed in this chapter have a number of distinct managerial and practical implications, which will be discussed in the final chapter.

## CHAPTER 6

### CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 INTRODUCTION

“Amazing things will happen when you listen to the consumer.” – Jonathan Midenhall.

This study primarily aimed to gain insight into the preferences, motives (to purchase/ not to purchase) and perceptions of South African Generation Y male and female consumers, when purchasing dealcoholised wine. Although low and non-alcoholic beverages have been available for several years, this category of beverages has gained attention in the recent past, for various reasons. To take advantage of emerging trends such as mindful drinking, a greater focus on health, and changing consumer behaviour, it is important to gain insight into how consumers behave toward products such as dealcoholised wine, a topic on which there is a dearth of knowledge in the public domain. Therefore, by gaining insight into the preferences, motives (to purchase/ not to purchase) and perceptions of consumers for dealcoholised wine, strategies can be created and optimised to appeal to promising consumer groups such as the South African Generation Y cohort.

This chapter explores the interpretation of the empirical results of the study, from which conclusions are drawn. Furthermore, practical recommendations will be provided to producers and marketers of dealcoholised wine to take advantage of emerging trends, and overcome challenges to the wider acceptance of dealcoholised wine. Thereafter, the potential need for gender-specific marketing is explored, after which potential limitations of the study are highlighted, and suggestions for future research are provided.

## **6.2 SUMMARY, DISCUSSION AND INTERPRETATION OF EMPIRICAL RESULTS**

The main aim of this study was to investigate the motives (to purchase and not to purchase), preferences and perceptions of South African male and female Generation Y consumers for dealcoholised wine. Furthermore, potential differences when comparing male and female consumers were considered. A sample of 626 South African Generation Y consumers was used to gather data, which was analysed and the results used to draw conclusions from and make managerial recommendations. Insight was gained with regards to the wine-related attributes that the sample deem as most and as least important when choosing a dealcoholised wine. Furthermore, motives to purchase, as well as motives not to purchase dealcoholised wine were identified and investigated. Insight into the perceptions that the sample of respondents hold regarding dealcoholised wine were also gained. Lastly, the sample's intentions to purchase dealcoholised wine are investigated. As previously mentioned, all results relate to purchasing dealcoholised wine for own consumption. A summary of empirical results, as well as the interpretation thereof and conclusions that can be drawn are discussed next. The focus will primarily be based on the results of the main, quantitative phase of the study. However, some results from the qualitative phase (focus group), as well as some responses from the open-ended questions relating to purchase intention (section G of the questionnaire) will be incorporated for deeper insights.

### **6.2.1 Demographics and dealcoholised wine consumption**

In terms of demographic and consumption related information (section B of the questionnaire), similarities, but also slight differences were apparent when comparing male and female respondents in the realised sample. For example, more female respondents regarded themselves to be dealcoholised wine drinkers than male respondents. Furthermore, although overall dealcoholised red wine was identified as the preferred dealcoholised wine type by both groups in the sample, female respondents indicated a higher preference for rosé when compared to male respondents in the sample. Bottle stores and supermarkets were identified as preferred dealcoholised wine purchase locations by both consumer groups. Additionally, in terms of willingness to pay for dealcoholised wine, the total sample of respondents



predominantly indicated a price of R50 to R100 for both dealcoholised red and dealcoholised white wine.

In the next section, the results of the study in terms of preferences, motives (to purchase and not to purchase) and perceptions of South African male and female Generation Y consumers for dealcoholised wine will be discussed and interpreted. Results will also be compared to those of other, previous, related studies. However, as few studies exist directly on dealcoholised wine from a marketing perspective (Chan *et al.*, 2012), results will be compared to studies regarding related beverages such as regular wine, lower-alcohol wine, light beer and alcohol-free beer.

### **6.2.2 Preferences (attribute importance)**

In this section, results concerning the sample's preferences (attribute importance) in terms of dealcoholised wine will be summarised, discussed and interpreted. Furthermore, the distinctiveness of dealcoholised wine attributes in the minds of the sample, as well as differences between male and female respondents in the sample will be discussed. Relevant objectives of the study will be highlighted throughout the discussion.

#### **6.2.2.1 Importance of dealcoholised wine attributes (total realised sample)**

*Objective 1: To investigate the relative importance of a number of product attributes that could influence the purchasing behaviour of South African Generation Y consumers of dealcoholised wine.*

Using Best-Worst Scaling, the results indicated how attributes were ranked from most to least important by the sample of respondents when purchasing dealcoholised wine. Of the 13 attributes used in the main phase of the study, "taste" was identified as most important. Therefore, it can be said that respondents rely heavily on taste during a dealcoholised wine purchasing decision. This finding is in line with those of several previous, related studies, including Bruwer *et al.* (2014), Chan *et al.* (2012), Chrysochou (2014), Chrysochou *et al.* (2012) and Lategan *et al.* (2017). It is important to again note that due to the scarcity of studies focusing specifically on dealcoholised wine, results were additionally compared to studies on related beverages (e.g. regular

wine, lower-alcohol wine, light beer and alcohol-free beer). Furthermore, the majority of preference studies in the alcoholic beverage field stress the importance of having tasted a beverage before completing a purchase (Casini *et al.*, 2009; Chrysochou *et al.*, 2012; Lategan *et al.*, 2017; Nunes *et al.*, 2016). However, as discussed throughout the study, “taste” has been identified as a potential challenge preventing the wider acceptance of low and non-alcoholic products such as dealcoholised wine, which is primarily due to a perceived lack of taste and aroma owing to the difficulty in replicating the taste of full-alcohol counterparts (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016; Saliba *et al.*, 2013). Therefore, marketers and producers of dealcoholised wine are faced with a challenge, as “taste” was identified as the most important attribute by the sample of respondents of this study. As mentioned by a participant in the focus group “taste needs to be good, otherwise, why would I drink this”.

Based on the responses to the open-ended questions relating to purchase intention (section G of the questionnaire), although some respondents suggested that they like the taste of dealcoholised wine, there is generally a poor perceived taste of dealcoholised wine. This is evident in comments such as “the taste is horrible, I would rather buy alcohol-free beer”, “I don’t see myself drinking it again. I didn’t like the taste and feel of it” and “I will not drink it again due to the bad taste of the previous one I bought”. It is evident that a poor experience with taste can lead to fewer repeat purchases. This is in line with the argument of Bucher *et al.* (2018), who highlight the importance of taste for repeat purchases. Therefore, if the taste of dealcoholised wine can be improved, consumers will be more likely to purchase it again, as highlighted by responses such as “if I can find one that tastes better then I will buy again”, “if there were one that actually tastes nice” and “if I find a dealcoholised wine that tastes nice, I’ll definitely consider purchasing it”.

The conclusion can be made that if consumers have tasted a dealcoholised wine, and enjoyed it, they are likely to make another purchase. Therefore, it is crucial for producers of dealcoholised wine to create a product that does not contain alcohol, but still preserves the complex taste of regular wine as much as possible.

“Price” was identified as the second most important attribute for the total sample of respondents when purchasing dealcoholised wine. It is, however, important to note that although “price” was ranked as second most important, on a probabilistic ratio scale, it is only 0.26 times as important as “taste”, the most important attribute (Table 5.2). In other words, the respondents of the realised sample indicated that “taste” is roughly four times as important as “price”. The importance given to “price” is consistent with findings from several other authors (Bruwer *et al.*, 2014; Chan *et al.*, 2012; Stasi *et al.*, 2014). According to Nunes *et al.* (2016) price is often used to indicate value from both a buyer’s and a seller’s perspective. In situations where a consumer may have limited knowledge of a product, the price may act as a proxy for the quality of that product. As the dealcoholised wine market is still fairly new and underdeveloped, it can be argued that consumers, especially Generation Y consumers, are likely to have limited experience with this product category and may not have had many opportunities to taste dealcoholised wine. The lack of experience with dealcoholised wine, especially in terms of taste, may therefore result in the fact that consumers might rely on other attributes and quality indicators such as “price” to make a purchase decision.

It is, however, important to note that in the case of dealcoholised wine, several studies suggest that consumers have a lower willingness to pay for light or alcohol-free products (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019). The majority of the total realised sample of this study indicated a fairly low willingness to pay relatively high prices for dealcoholised wine, with the majority of respondents indicating that they would be willing to pay a price of between R50 to R100 for both dealcoholised red and white wine (bottle).

In addition, the important role of “price” in purchasing dealcoholised wine was further highlighted in the focus group discussion (that preceded the quantitative phase of the study), where it was mentioned that “I need to feel like I’m getting my money’s worth”. In the open-ended responses referring to purchase intention, several respondents mentioned that dealcoholised wine is “overpriced”, but that they would purchase it at “the right price”. This finding is in line with the findings of Stasi *et al.* (2014), who argue that consumers likely will not prefer dealcoholised wine over regular wine unless it is sold at a price discount. It is therefore important for producers and sellers of dealcoholised wine to find a balanced price that is not too high or too low. A price that is too low may indicate poor quality; however, because of the apparent low willingness

to pay for dealcoholised wine, it is important not to price dealcoholised wine too high either, as price seems to be a challenge to the wider acceptance of products such as dealcoholised wine (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019).

Another attribute that was highly ranked by the total sample of this study was “I have tried it before”. It therefore seems that respondents of this study value previous experience with the product when purchasing dealcoholised wine. Studies regarding regular wine conducted by Casini *et al.* (2009) and Chrysochou (2014) reported similar findings, where having previously tried the product was considered to be among the most important attributes for selecting a wine. Wine in general is a complex product category, due to various brands, grape varieties, vintages, cultivators and inconsistent tastes. Therefore, consumers may have difficulty choosing a wine that they are unfamiliar with and have not tried before. Choosing a product, such as a dealcoholised wine that consumers have already tried, may therefore lead to a reduction of risk resulting from uncertainty about the specific product.

Experience or familiarity with a product can assist consumers to form expectations about the product (Schiffman & Kanuk, 2010), in this case dealcoholised wine. Schiffman and Kanuk (2010) further argue that consumers form pre-purchase expectations based on knowledge, experience or familiarity with a product. Therefore, familiarity can play an important role in choosing a dealcoholised wine.

The importance put on “I have tried it before” is further evident in comments made in the focus group. For example, the following was mentioned, “I like the same thing. If I liked it before, I will buy it again”, and “I found one I like that tastes really good and I will stick with it”. Interestingly, although Generation Y consumers are believed to be open to new ideas and trying new products (Hoyer, 2017), which implies that they might not be tied only to products that they are familiar with, the results of this study suggest that the respondents of this study do rely on familiarity and experience when selecting a bottle of dealcoholised wine. A possible reason for this finding could be that, in the case of relatively new products such as dealcoholised wine, Generation Y consumers are likely to have limited product experience and knowledge. As discussed, wine in general, but also dealcoholised wine, is regarded as a complex product, where experience and knowledge is built up over time, often by tasting and smelling the

intrinsic product (Barber *et al.*, 2006). However, in the case of most supermarkets, bottle stores and online stores, tasting a dealcoholised wine is often not possible before a purchase is made. Therefore, it is difficult for the consumer to evaluate the intrinsic attributes of a dealcoholised wine before a purchase has been made, which could result in uncertainty and ultimately reluctance to purchase the product.

Another attribute that was ranked fairly highly by the Generation Y respondents of the total realised sample was “health value”. This finding corresponds with findings of previous studies conducted by Chan *et al.* (2012) (dealcoholised wine) and Chrysochou (2014) (light beer), where health benefits and perceptions of health were prominent. The importance of health was further stressed in the focus group. Participants perceive dealcoholised wine as a product that is “healthier”, which “helps to reduce negative aspects” which usually occur from consuming alcohol. The importance placed on “health value” by the sample can be explained by the finding that Generation Y consumers are believed to have a strong orientation towards healthier lifestyles and emphasise health factors when making a purchase of food and beverages (Chrysochou, 2014).

“Back label”, “attractive front label”, “brand name”, “medal/award” and “promotion” were among the least important dealcoholised wine attributes that the sample of respondents would consider when buying a bottle of dealcoholised wine. As the least important attribute, “back label” was given a probabilistic ratio score of only 5 (Table 5.2). This means that the respondents regard “back label” as being 0.05 times as important as “taste”, the most important attribute. In other words, the sample considered “taste” to be 20 times more important than the “back label” of a bottle of dealcoholised wine. Although low importance was given to “back label” in previous wine studies as well (Chrysochou *et al.*, 2012; Lategan *et al.*, 2017), some slight differences are apparent. In both studies, “back label” was given a low-to-mid level of importance, as the fourth and fifth least important attribute respectively (Chrysochou *et al.*, 2012; Lategan *et al.*, 2017).

“Attractive front label” was also given a low level of importance by respondents of this study. Interestingly, in the focus group, several comments were made concerning the front label of a dealcoholised wine. For example, it was mentioned that “the label definitely has to be eye catching, otherwise I don’t think I would purchase it” and “a

pretty label or bottle makes it stand out". However, when compared to the other attributes included in the main phase of the study, "attractive front label" was considered to be second least important. This finding, again, differs slightly from previous studies. In wine studies, the front label was given a mid to low level of importance (Chrysochou *et al.*, 2012; Lategan *et al.*, 2017). Furthermore, in a dealcoholised wine study, Chan *et al.* (2012) found packaging to be the fourth least important attribute.

Other low-ranked attributes in this study include "brand name", "medal/award" and "promotion", all of which relate to elements of marketing, and information provided by marketers. In previous studies relating to regular wine, "brand name" received relatively high levels of importance compared to the findings of the current study. For example, Lategan *et al.* (2017) found "brand name" to be third most important, while Nunes *et al.* (2016) found it to be the sixth most important attribute. Similarly, in a light beer study, brand was found to be the third most important attribute (Chrysochou, 2014). However, it seems that in the case of dealcoholised wine, the importance of "brand name" is reduced. This is evident in the findings of the current study, as well as the dealcoholised wine study conducted by Chan *et al.* (2012), where brand was found to be the least important factor that respondents would consider when purchasing dealcoholised wine. The low level of importance given to "brand name" in the context of dealcoholised wine may be explained by the fact that dealcoholised wine is a relatively new product, with a limited number of brands available. Therefore, although in South Africa some large brands such as Leopard's Leap and Van Loveren offer dealcoholised wines, there is likely a general low level of familiarity with dealcoholised wine brands. Unlike regular wine, where there are many brands available, that have been available for many years and have had the chance to build strong brands and reputations, the same cannot be said for dealcoholised wine.

Wine medals and/or award labels, such as Platters, VIVINO Wine Style Awards, Michelangelo and Veritas awards are often displayed on regular wine bottles to indicate quality to consumers. The use of medal/award labels can therefore be seen as a proxy of quality that reduces perceived risk when consumers have to select a complex wine product. This argument is especially relevant to younger and more inexperienced consumers, who might have lower levels of wine knowledge. Results from previous studies show that the attribute "medal/awards" has generally received a

mixed level of importance from respondents. Lategan *et al.* (2017), for example, found “medal/award” to be the fifth most important attribute that consumers would consider when buying a bottle of wine, while Chrysochou *et al.* (2012) ranked the attribute as second least important. In a study that focused on lower-alcohol wine, Bruwer *et al.* (2014) found “medal/award” to be the least important consideration in a purchasing decision. As the current study also found “medal/award” to be relatively unimportant, it can be assumed that Generation Y consumers do not rely heavily on using “medal/award” when purchasing dealcoholised wine for own consumption. A simple explanation for this finding could be that, as a relatively new product, with few brands, it is unlikely that dealcoholised wines qualify to apply for awards. Furthermore, it is unlikely that awards for the relatively new dealcoholised wine product category exist yet. Therefore, “medal/awards” may currently not be relevant in the context of dealcoholised wine.

It is clear that the lowest ranking dealcoholised wine attributes in this study, namely “back label”, “attractive front label”, “brand name” and “medal/award”, all relate to extrinsic marketing-related aspects and information. The assumption can therefore be made that the sample of respondents do not place great value on aspects of the dealcoholised products provided by marketers. It can be presumed that extrinsic elements such as “back label”, “attractive front label”, “brand name” and “medal/award” likely do not play an important role in differentiating the product, compared to regular wine. Furthermore, the sample, being Generation Y consumers, are believed to be more open to trying new products and brands, and may therefore not place a great deal of importance on “brand name” and only purchasing brands that they are familiar with (Hoyer, 2017). As a result, it is important for producers and marketers of dealcoholised wine to find alternative ways to promote their products. Overall, it is evident that the sample purchase dealcoholised wine primarily for sensory (“taste”) and functional (“price”, “I have tried it before”, “contains very little or no alcohol” and “health value”) reasons. These findings are in line with those of Silva *et al.* (2016), who suggest that low and non-alcoholic beverages, such as dealcoholised wine, are perceived as being functionally focused. However, marketing aspects, such as “back label”, “attractive front label”, “brand name” and “medal/award”, do not play a central role for the sample when considering to purchase dealcoholised wine.

In addition to ranking dealcoholised wine attributes in order of importance, the study aimed to gain insight into whether the attributes are distinctly different in terms of importance in the minds of the sample.

#### 6.2.2.2 Differences between attributes (total realised sample)

In this study, a number of significant statistical differences were found regarding the importance of dealcoholised wine product attributes to the respondents of the realised sample. Results indicate that “taste”, “matches an occasion”, “brand name”, “attractive front label” and “back label” were distinctly different from each other attribute in the minds of the respondents. Apart from “taste”, the majority of attributes that fall in the category of most important were not found to have statistical differences. This finding confirms the fact that the sample put significantly more importance on “taste” than any other attribute when selecting a bottle of dealcoholised wine for own consumption. Although the other mentioned attributes were identified as important, the sample do not make clear differentiations between these attributes. Clearer opinions are evident in the distinctiveness of the least important attributes. For example, “brand name”, “attractive front label” and “back label” were all seen as significantly different from other attributes, meaning the sample can clearly differentiate between attributes that they deem as least important. Overall, with the exception of “taste”, the sample can differentiate more clearly when it comes to unimportant attributes than when compared to important attributes. It is however, clear that “taste” is considered by the sample to be the most important, and most distinctly different attribute. The suggestion can therefore be made that “taste” should receive the most attention from producers and marketers of dealcoholised wine, while other important attributes such as “price”, “I have tried it before” and “contains very little or no alcohol” could also be considered in marketing strategies, but relatively equal attention could be given to these attributes. As part of the study, potential differences in terms of gender when comparing the preferences of male and female respondents in terms of dealcoholised wine were considered.

#### 6.2.2.3 Comparison of attribute importance by gender

*Objective 2: To investigate whether there is a difference regarding the importance of dealcoholised wine product attributes when comparing male and female South African Generation Y consumers.*



As part of the secondary objectives of the study, potential differences regarding the importance of dealcoholised wine product attributes when comparing the two gender groups of the sample were considered. Although existing studies do not directly consider the role of gender in the context of attribute importance, a number of studies suggest that differences between male and female consumers may exist, in the context of beverages. Firstly, the WHO (2018) indicates that male consumers consume significantly more alcoholic beverages than female consumers. Johnson *et al.* (2020) further highlight the role of gender norms in determining drinking behaviour in consumers. In terms of low and non-alcoholic beverages, it is believed that female consumers are the main group interested in these beverages (Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013).

Although only some minor differences were found in the ranking of attributes when comparing male and female respondents, some significant differences were found in terms of the importance of attributes. Firstly, it is apparent that female respondents place significantly more importance on “price” compared to male respondents. This finding could be explained by the notion that low and non-alcoholic beverages such as dealcoholised wine are more appealing to female consumers (Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013). Furthermore, traditionally, wine is regarded as a feminine product (Lakshmi *et al.*, 2017). Therefore, it may be that female consumers have more experience with dealcoholised wine, and have more knowledge about the product. As a result, female consumers may have a better idea of prices of dealcoholised wine, and do not need to rely on price as an indicator, or as a risk reduction strategy, as much compared to male respondents. A potential explanation for this finding could be that as female respondents are likely to have more experience and knowledge concerning the price of dealcoholised wine, they may have expectations of how much a bottle of dealcoholised wine should cost, and may therefore be more sensitive to “price”. Male respondents, who are less likely to have experience and knowledge concerning the price of dealcoholised wine might not know what price to expect, and may therefore be less sensitive toward “price”. “Attractive front label”, which was found to be the second least important attribute for both groups, was regarded as less important by female respondents. This finding could again be explained by the likelihood of female consumers having more experience with dealcoholised wine and related beverages compared to male consumers. Therefore,

although “attractive front label” is regarded as unimportant, male consumers may rely more heavily on a marketing element such as the label to choose a dealcoholised wine.

The next main aspect of consumer behaviour towards dealcoholised wine was measured in terms of the motives that the sample of South African Generation Y consumers hold to purchase dealcoholised wine.

### **6.2.3 Motives to purchase dealcoholised wine**

The following section highlights the sample’s motives to purchase dealcoholised wine. As in the previous section, a summary, discussion and interpretation of the study’s results will be provided. The distinctiveness of motives to purchase dealcoholised wine in the minds of respondents will be discussed, as well as differences between male and female respondents.

#### **6.2.3.1 Importance of motives to purchase dealcoholised wine (total realised sample)**

*Objective 3: To investigate potential motives of South African Generation Y consumers to purchase dealcoholised wine.*

The respondents of this study identified: “to avoid drinking and driving”, “I like the taste”, “to reduce my alcohol intake”, as well as “to avoid getting drunk” and “I like to stay in control” as the most important motives why they would purchase dealcoholised wine. “To avoid drinking and driving” was regarded as the most important motive why the respondents would purchase dealcoholised wine. This finding suggests that the most important motive to purchase dealcoholised wine is functional in nature, which is in line with the findings of this study concerning preferences.

The importance of “to avoid drinking and driving” was stressed in the focus group several times. A respondent mentioned that “the driving aspect was a such a game changer for me. I can go anywhere I want and don’t have to worry”. The motive was also linked to responsibility. It was mentioned that “it is more responsible to have dealcoholised wine if you’re going out and will be driving”, and “It’s a hard no to have

a drink. I would rather have the non-alcoholic version". It can therefore be argued that there is a strong drive to consume dealcoholised wine due to the practical benefits that can be gained from consuming a beverage without any alcohol. Additionally, "driving" was mentioned numerous times in the open-ended questions relating to purchase intention. These findings are in line with those of Chan *et al.* (2012), and Bruwer *et al.* (2014), where avoiding drinking and driving was a dominant motive for respondents to consume lower-alcohol and dealcoholised wine.

Furthermore, the relatively high level of importance given to motives such as "reduce my alcohol intake", "to avoid getting drunk", "I still want to be sociable with friends" and "I like to stay in control", further suggests that the respondents consume dealcoholised wine for predominantly functional reasons. These findings are in line with those of Silva *et al.* (2016), who found "to avoid getting drunk" to be one of the primary reasons for consuming non-alcoholic beer. Furthermore, in a study concerning lower-alcohol wine, Bruwer *et al.* (2014) found "staying in control" to be a prominent motive. Lastly, in the context of dealcoholised wine, "to remain sociable with friends" was found to be the third most prominent reason to purchase dealcoholised wine (Chan *et al.* 2012). It is clear that consumers in the realised sample see dealcoholised wine as a way to still enjoy wine, while reducing their alcohol intake and remaining present in experiences. Furthermore, the importance of remaining sociable, and being part of the group was encompassed in the focus group discussion. It was mentioned that when drinking dealcoholised wine, "you can still be part of the group, without feeling out of place or pressured". Another participant added that dealcoholised wine is "a nice thing to have when you need to socialise, because booze and socialising is intertwined". Silva *et al.* (2017a) highlight the fact that alcoholic beverages such as wine and beer have deep cultural and social roots, while O'Brien (2019) argues that the consumption of alcoholic beverages is a common part of socialising. Dealcoholised wine could be seen as a "new" beverage alternative that can still be enjoyed in a social setting, when consumers do not want to consume alcohol, or want to remain present.

Similar to this study's findings regarding preferences, the topic of taste was central in terms of the ranking of motives to purchase dealcoholised wine. "I like the taste" was found to be the second most important motive by the sample. Furthermore, with a

probabilistic ratio score of 78 (Table 5.4), “I like the taste” can be said to be 0.78 times as important as “to avoid drinking and driving”, the most important motive. Therefore, “I like the taste” has a significantly high level of importance and is nearly as important as “to avoid drinking and driving”. This finding is in line with those of Bruwer *et al.* (2014) who found that enjoying the taste was the second most important motive to purchase lower-alcohol wine. Furthermore, taste is prominently found to play a central role in the purchase of low and non-alcoholic beverages across a number of studies (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). In simple terms, the findings indicate that consumers in the sample are likely to purchase dealcoholised wine, if they enjoyed the taste. However, as previously discussed, consumers are generally unlikely to receive the opportunity to try a dealcoholised wine before making a purchase decision.

Furthermore, in previous studies, taste was identified as a potential challenge to the wider acceptance of low and non-alcoholic beverages (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016). The low and non-alcoholic beverages category faces the challenge of a general poor taste perception (Bucher *et al.*, 2018; Chrysochou, 2014). Therefore, although it was mentioned in the focus group that “taste has improved and is getting better”, it is important to note that the finding related to the importance given to “I like the taste”, does not necessarily relate to whether or not respondents currently like the taste of dealcoholised wine, but rather that if they do like the taste, they are likely to make a purchase. These findings highlight the importance of creating dealcoholised wines with a strong sensory profile, similar to that of regular wine. In other words, as explained by Frost (2018): “Today’s consumers do not want to compromise on taste, atmosphere or experiences regardless of what’s in their glass, whether they are drinking alcohol or not”. Therefore, creating a tasty dealcoholised wine is likely to lead to purchases.

Motives to purchase dealcoholised wine deemed as least important include “price is lower than regular wine”, “to control my weight”, “to avoid a hangover” and “to achieve my health and fitness goals”. The motive “price is lower than regular wine” was included based on price being identified as a potential challenge to wider acceptance of low and non-alcoholic beverages such as dealcoholised wine (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019). As

previously mentioned, it is found that consumers generally have a lower willingness to pay for light or alcohol-free products (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019). It is therefore likely that dealcoholised wine is often seen as overpriced. Therefore, it can be argued that the low importance given to “price is lower than regular wine” can be explained by the possibility that respondents do not consider dealcoholised wine to be cheaper than regular wine, and therefore do not consider “price is lower than regular wine” as a relevant motive in their purchase decision. Additionally, the results indicate that the sample are not necessarily motivated to purchase dealcoholised wine for weight management. Interestingly, Chrysochou (2014) found that, in the case of light beer, weight management was regarded as one of the main motives to purchase the product. A possible explanation for the low importance given to weight management by the respondents of this study is that Generation Y consumers are believed to have a strong health orientation (Chrysochou, 2014), and therefore likely manage their weight through things such as exercise and diet. Therefore, reducing alcohol consumption by consuming dealcoholised wine may not necessarily be seen as a primary way to manage weight in isolation, as Generation Y consumers are believed to have an overall emphasis on being thoughtful with regards to what they eat and drink (Chang *et al.*, 2016).

“To avoid a hangover” was also given a fairly low level of importance by the total realised sample. Both Bruwer *et al.* (2014) and Chan *et al.*, (2012) correspondingly found that avoiding hangovers or headaches was not a prominent motive to purchase lower-alcohol and dealcoholised wine respectively. A possible explanation for this finding could be that “to avoid a hangover” could be regarded as an automatic positive side-effect of some of the more important motives such as “to reduce my alcohol intake” and “to avoid getting drunk”. Lastly, a relatively low level of importance was given by the respondents of this study to “to achieve my health and fitness goals”. However, looking at the probabilistic ratio score of 31 (Table 5.4), it can be said that this motive is still relevant. As mentioned in the focus group, “non-alcoholic beverages allow you to stick to your exercise and routine”, and that dealcoholised wine is a good choice “if you are on the health and fitness route”. Therefore, it can be said that dealcoholised wine is a beverage that will not negatively impact consumers who are focused on health and fitness, but is also not a primary reason for purchasing this product.

Overall, it is clear that respondents in the realised sample are motivated to purchase dealcoholised wine primarily for functional reasons such as “avoid drinking and driving”, “I like the taste”, “to reduce my alcohol intake” and to “avoid getting drunk”. Therefore, it will be important for producers and marketers of dealcoholised wines to incorporate and highlight the potential functional benefits of dealcoholised wines in their promotional efforts when attempting to appeal to South African Generation Y consumers. Additionally, potential significant difference between the importance of motives to purchase dealcoholised wine were considered in this study.

#### 6.2.3.2 Differences between motives (to purchase) (total realised sample)

A single difference was found in terms of the importance of motives (to purchase dealcoholised wine) in the minds of the respondents of the realised sample. “To avoid drinking and driving”, which was identified as the most important motive to purchase dealcoholised wine, was found to be distinctly different from each of the other motives. It can therefore be concluded that “to avoid drinking and driving” is significantly more important to the sample than other motives to purchase dealcoholised wine included in the study. The sample therefore seem to have strong opinions regarding this motive, and can therefore be said to value the functional and practical benefit that consuming dealcoholised wine provides. The lack of significant differences in the lower end of the ranking, regarding less important motives, indicates that the sample do not greatly differentiate between attributes that they deem as unimportant, and therefore do not have strong opinions concerning motives that they consider unimportant. The results suggest that motivating South African Generation Y consumers to purchase dealcoholised wine can therefore be done most effectively through highlighting functional benefits, such as “to avoid drinking and driving”.

As in the previous section regarding preferences in terms of dealcoholised wine, the potential differences between male and female respondents regarding motives to purchase dealcoholised wine were considered.

### 6.2.3.3 Comparison of importance of motives (to purchase) by gender

Objective 4: *To investigate whether there is a difference regarding motives to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.*

In terms of motives, the study again took into account the potential role of gender in terms of purchasing dealcoholised wine. Therefore, a comparison was made between male and female respondents in the sample, to highlight any potential differences in terms of the motives to purchase dealcoholised wine. As in the previous section regarding preferences, some differences between the two groups in the sample were found. In addition to small differences in ranking of motives, significant differences were found for two motives, namely for “to avoid getting drunk” and “I like the taste”.

Firstly, the results of this study suggest that male respondents place more importance on the motive “to avoid getting drunk” than their female counterparts. The difference can further be seen in the ranking given to this motive. “To avoid getting drunk” was ranked as second most important by male respondents, while it was ranked as fourth most important by female respondents. Therefore, it can be put forward that although “to avoid getting drunk” was regarded as relatively important by both groups, male respondents place greater importance on this motive. Traditionally, frequent and heavy alcohol consumption is largely considered to be a masculine behaviour (Johnson *et al.*, 2020). It can, therefore, be argued that avoiding getting drunk is traditionally related to female consumers. However, since gender roles are changing, and Generation Y consumers are moving towards healthier lifestyles, an increased desire “to avoid getting drunk” may be more noticeable in male consumers, as the change is more drastic compared to female consumers.

A second significant difference was found for “I like the taste”. Both the male and the female respondent groups ranked “I like the taste” highly, as third and second most important respectively. However, the findings suggest that female respondents place greater importance on this motive compared to male respondents. There are a number of potential explanations for this finding. Firstly, traditionally, regular wine is seen as a predominantly feminine product (Barber *et al.*, 2006). Additionally, existing literature suggests that low and non-alcoholic beverages such as dealcoholised wine may

appeal more to female consumers (Bruwer *et al.*, 2014; Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013). As previously mentioned, female respondents, who are likely to have more experience with dealcoholised wine than male respondents, likely have more experience with tasting dealcoholised wine. Therefore, they may have stronger expectations of what dealcoholised wine should taste like. This finding is in line with that of Atkin, Nowak and Garcia (2007), who suggest that female consumers tend to place greater value on the sensory value of wine than other groups, which may also be relevant in the case of dealcoholised wine. Therefore, when attempting to appeal to female respondents of the sample, a greater emphasis may be needed on creating a positive taste experience than when attempting to appeal to male respondents.

#### **6.2.4 Motives (not to purchase) dealcoholised wine**

In addition to exploring motives of the sample to purchase dealcoholised wine, the study considered motives not to purchase dealcoholised wine. A summary, discussion and interpretation of the study's results concerning motives (not to purchase) dealcoholised wine are provided below. Furthermore, the distinctiveness of the motives not to purchase dealcoholised wine in the minds of respondents will be discussed. Lastly, differences in results when comparing male and female respondents of this study's sample are addressed.

##### 6.2.4.1 Importance of motives not to purchase dealcoholised wine (total realised sample)

*Objective 5: To investigate potential motives of South African Generation Y consumers not to purchase dealcoholised wine.*

In terms of motives not to purchase dealcoholised wine, "limited availability", "it is difficult to find", as well as "lower quality than regular wine" and "I dislike the taste" were given the most importance by the sample of respondents. Overall, "limited availability" was identified as most important motive why respondents do not purchase dealcoholised wine, followed closely by "it is difficult to find". On a probabilistic ratio scale, "it is difficult to find" received a score of 90 (Table 5.6), meaning that this motive (not to purchase) was considered to be almost as important as "limited availability" by



the sample. The topic of “limited availability” is stressed in lower-alcohol and dealcoholised wine studies (Bucher *et al.*, 2018; Chan *et al.*, 2012). In a study conducted in the UK concerning lower alcohol wine, Bucher *et al.* (2018) found “difficult to find” to have only a mid-level of importance, as the sixth most important motive not to purchase. This difference in results could highlight the fact that South Africa (a developing country and a new world wine producing country) might not yet offer an equal availability of dealcoholised wines, compared to first world countries. Countries in Europe in particular, such as France, Spain and Italy, which are considered old world wine countries, and are among the top producers of regular wine in the world, may have the potential to offer more types of dealcoholised wine. This lack of availability and apparent confusion on where to purchase low and non-alcoholic beverages such as dealcoholised wine further prevents wider consumption, and supports the suggestion of related studies, that suggest that a limited availability of low and non-alcoholic beverages is a potential challenge to wider acceptance (Bucher *et al.*, 2018; Chan *et al.*, 2012; Distill Ventures, 2019; Napsetti, 2019).

The apparent confusion on where to purchase dealcoholised wine is also evident in the importance given to the motive (not to purchase) “I am unfamiliar”, which was ranked as the fifth most important motive not to purchase dealcoholised wine. In the focus group discussion, some respondents indicated that they were not clear on how dealcoholised wine and other non-alcoholic beverages are defined, stating that “a lot of things are labelled as non-alcoholic, even if the product contains more than 0 percent alcohol by volume (ABV)”. It was mentioned that the definition of dealcoholised wine can be “blurry”. Therefore, in addition to not being clear on where to purchase dealcoholised wine, respondents expressed concerns that the dealcoholised product may not be defined well enough. This finding further suggests that the sample of respondents likely lack experience with, and knowledge about dealcoholised wine.

“Lower quality than regular wine” was identified as the third most important motive (not to purchase), a finding that was also confirmed by Bruwer *et al.* (2014), regarding lower-alcohol wine. Silva *et al.* (2016) highlight that despite having a similar sensory and nutritional profile, alcohol-free beverages do not appeal to consumers as much as their alcoholic counterparts do. During the dealcoholisation process, some taste and aroma of the wine are also extracted, which may have a negative effect on the taste and quality of the final wine product (Mangindaan *et al.*, 2018). According to Bucher *et*

*al.* (2018) consumers may perceive a reduction in alcohol content in a wine as a reduction in the overall quality of the wine. It can therefore be assumed that the respondents of this study have an issue with the perceived quality of dealcoholised wine.

As it has been evident in the results of the previous two sections (preferences and motives to purchase dealcoholised wine), the issue of taste was raised again. As the fourth most important motive not to purchase dealcoholised wine “I dislike the taste” was given a relatively high probabilistic ratio score of 63 (Table 5.6), stressing the importance of this aspect. This finding is very similar to that of Bucher *et al.* (2018), where “I dislike the taste” was identified as the third most important motive not to purchase lower alcohol wine.

As previously discussed, a poor perceived taste is a recurring issue and a potential challenge to the wider acceptance of products such as dealcoholised wine (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Silva *et al.*, 2016; Saliba *et al.*, 2013). The perceived lack of taste may be explained by the difficulty to replicate the complex taste produced in alcoholic beverages. Therefore, steps will need to be taken to improve the taste of dealcoholised wine, which will be addressed as part of the recommendations.

Existing literature further suggests that a stigma attached to not drinking alcohol can be seen as an additional potential challenge preventing the wider acceptance of low and non-alcoholic beverages such as dealcoholised wine (Hughes, 2017; Silva *et al.*, 2017b; Williams, 2019). However, the low importance given to items such as “it would be embarrassing”, “if a friend/ family disapproves” and “my friends do not drink dealcoholised wine”, suggests that a negative stigma is not the case for the respondents of this study. Generation Y consumers are believed to be open-minded towards innovation and trying new products (Ordun, 2015). Therefore, Generation Y consumers are less likely to be influenced by social pressures and opinions of others, and might therefore not be influenced heavily by these factors when purchasing dealcoholised wine. Furthermore, as Generation Y consumers, in general are believed to be orientated towards healthier lifestyles (Chrysochou, 2014), they are likely to be more accepting and less judgmental toward products such as dealcoholised wine, which are regarded as relatively healthy.

#### 6.2.4.2 Differences between motives (not to purchase) (total realised sample)

Several significant differences were found regarding the distinctiveness of motives not to purchase dealcoholised wine in the minds of the total realised sample. The two motives (not to purchase) identified as most important, “limited availability” and “it is difficult to find” were distinctly different from all the other motives (not to purchase). Furthermore, “my friends do not drink it” and “does not give me the same effect that regular wine does”, which are ranked as having a low level of importance, were also found to be distinctly different from other motives (not to purchase). The sample therefore seem to regard “there is limited availability” and “it is difficult to find” as significantly more important than all other motives not to purchase dealcoholised wine. In other words, respondents were able to differentiate between motives (not to purchase) that are on the high end of the spectrum and can therefore be said to have strong opinions regarding “there is limited availability” and “it is difficult to find”. Furthermore, it can be argued that respondents were also able to differentiate between some items that they deem unimportant, as “does not give me the effect that regular wine does” and “my friends don’t drink it” were observed as being significantly different from other motives (not to purchase). Therefore, although relatively unimportant, respondents in the sample have strong opinions about the low importance of these motives not to purchase dealcoholised wines. In other words, the sample can differentiate that aspects such as “does not give me the effect that regular wine does” and “my friends don’t drink it” do not bother them a great deal in their decision to purchase dealcoholised wine.

In addition to gaining insight into differences between motives not to purchase dealcoholised wine, potential differences between male and female respondents in the sample were explored.

#### 6.2.4.3 Comparison of importance of motives (not to purchase) by gender

*Objective 6: To investigate whether there is a difference regarding motives not to purchase dealcoholised wine when comparing male and female South African Generation Y consumers.*

When comparing the motives not to purchase dealcoholised wine of the two gender groups in the realised sample, several differences were found. Although the ranking of motives (not to purchase) were almost identical, significant statistical differences were found for four of the ten motives (not to purchase), including for “is more expensive than regular wine”, “if friends do not drink it”, “if a friend/ family disapproves” and “it would be embarrassing”. Firstly, the results indicate that female respondents are seemingly bothered more by “is more expensive than regular wine” compared to male respondents. As it is believed that low and non-alcoholic beverages are likely to appeal more to female consumers than male consumers (Bruwer *et al.*, 2014; Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013), it could be argued that female respondents likely have more experience with dealcoholised wine, and therefore have a better idea of the pricing of dealcoholised wine. Furthermore, wine in general is seen as more of a feminine than a masculine beverage (Lakshmi *et al.*, 2017). Therefore, female respondents are likely to also have a better idea of the pricing of regular wine. As a result, potentially having knowledge concerning both the price of dealcoholised and regular wine, female respondents would be able to compare prices between the two categories (dealcoholised wine and regular wine) more critically than male respondents. As a result, female respondents may place more importance on “is more expensive than regular wine”, as male respondents likely have less of an idea of which prices to compare.

Additionally, female respondents place less importance on “it would be embarrassing”, “if a friend/ family disapproves” and “if friends do not drink it” compared to their male counterparts. In other words, although the mentioned aspects were identified as unimportant, male respondents seem to be more bothered by aspects surrounding social approval and pressure compared to the female respondent group. This finding could be explained by the notion that wine in general is not seen as a masculine beverage (Lakshmi *et al.*, 2017). Furthermore, as previously mentioned, low and non-alcoholic beverages are believed to appeal more to female consumers (Bruwer *et al.*, 2014; Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013). It was additionally mentioned in the focus group that when consuming dealcoholised wine, “most people will laugh at you, especially if you are a guy”. Gender norms play an important role in the drinking behaviour of consumers in general. Heavy alcohol consumption is traditionally considered to be largely masculine (Johnson *et al.*, 2020). Male consumers are believed to conform with these expected norms and may therefore be

expected to consume alcoholic beverages as opposed to low and non-alcoholic beverages such as dealcoholised wine. Therefore, it is likely that male consumers may put greater importance on the approval of others, such as family and friends, and may be more worried about portraying an image, compared to female consumers. Therefore, although motives not to purchase dealcoholised wine relating to social pressures and approval (“it would be embarrassing”, “if a friend/ family disapproves” and “if friends do not drink it”) were identified to be unimportant to both groups in the sample, producers and marketers of dealcoholised wine should keep in mind that South African male Generation Y consumers may need to face more perceived social pressures compared to their female counterparts, which may be seen as a slight obstacle to purchasing dealcoholised wine.

#### **6.2.5 Perceptions of dealcoholised wine**

The final main aspect of the study is concerned with the perceptions of South African Generation Y consumers of dealcoholised wine. As in previous sections, a summary, discussion and interpretation of the study’s results relating to perceptions of dealcoholised wine are provided below. Thereafter, differences when comparing the perceptions of dealcoholised wine of male and female respondents of this study’s sample are addressed.

*Objective 7: To investigate potential perceptions of South African Generation Y consumers of dealcoholised wine.*

The perceptions that the sample of respondents hold in terms of dealcoholised wine were measured with six statements. Firstly, respondents indicated a fairly neutral agreement in terms of whether dealcoholised wine tastes similar to regular wine and similar to grape juice. In other words, the total sample neither agree nor disagree that dealcoholised wine tastes like regular wine or like grape juice. A possible explanation for the neutral level of agreement could be that dealcoholised wine is still a new product, with low availability, therefore, respondents are likely to have little experience with tasting different dealcoholised wines and tasting them often. It is, however, important to note that it was mentioned in the focus group that dealcoholised wine “felt like grape juice. It would have been better if it had its own distinct taste”. Furthermore, in the open-ended questions of the questionnaires, where respondents were asked to

comment on and expand on their intention to purchase dealcoholised wine, the topic of grape juice was brought up several times. For example, responses such as “I’d rather drink grape juice”, “it tasted like flat grape juice” and “it is overpriced juice” were given. Therefore, although responses in the section of the questionnaire regarding preferences (Section F), suggested a more or less neutral response in terms of taste (“tastes like regular wine”, “tastes like grape juice”), some respondents in the focus group and the open-ended questions did seem to have an issue with the taste of dealcoholised wine. Therefore, it will be important for producers of dealcoholised wine and researchers to consider more intense future research involving experimental and sensory studies to aim to improve the taste of dealcoholised wine.

The study also explored whether the respondents perceived dealcoholised wine to be healthier than regular wine. Strong agreement was shown from respondents, indicating that they believe dealcoholised wine to be healthier than regular wine. In addition, a participant in the focus group stated that dealcoholised wine is a “good choice if you are on the health and fitness route”. These findings are in line with the findings of Silva *et al.* (2016), who found that low and non-alcoholic beverages can be seen as a healthier alternative to their regular alcohol counterparts and as well as soft drinks. Several studies suggest that low and non-alcoholic beverages are considered to be a healthier alternative to regular alcoholic counterparts and are perceived as useful in achieving health and fitness goals (Bruwer *et al.*, 2014; Chan *et al.*, 2012). This study’s samples’ high agreement with the perception that dealcoholised wine is healthier than regular wine could be explained by the fact that the Generation Y consumer group has been identified as having a strong orientation towards healthier lifestyles and emphasise health factors when making a purchase of food and beverages (Chrysochou, 2014).

Dealcoholised wine is further perceived by the respondents of this study as being more expensive than regular wine. Price is a prominent recurring theme in the results of the study, as well as in existing literature. As mentioned earlier, previous related studies have found that consumers have a lower willingness to pay for light or alcohol-free products compared to alcoholic products (Bucher *et al.*, 2018; Carruthers, 2019; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019). Consumers may expect to pay less for low and non-alcoholic beverages, as a reduced alcohol content may suggest a lower quality product (Bucher *et al.*, 2018). Additionally, consumers may hold the

idea that beverages with reduced or no alcohol results in a “reduction in product”. The sample’s concern over price is further evident in comments made in the focus group, where it was said that “I think non-alcoholic beverages are expensive in general. I don’t see the value in paying so much”, and “you are basically paying more money for no alcohol. The prices seem exorbitant”.

Thereafter, respondents were asked whether they perceive dealcoholised wine as a feminine product. The total realised sample indicated slight disagreement with the statement. Therefore, respondents do not seem to view dealcoholised wine to be a feminine product. This result is in contrast to the findings of previous, related studies. Bruwer *et al.* (2014), Chrysochou, (2014), Naspetti (2019) and Saliba *et al.* (2013) are among authors who suggest that low and non-alcoholic beverages appeal primarily to female consumers. Additionally, wine in general is believed to have a more feminine than a masculine characteristic (Chang *et al.*, 2016). The perception of the sample of respondents, that dealcoholised wine is not necessarily a feminine product, can be explained by the views and beliefs of the generational group that the sample falls under. Ordun (2015) highlights that Generation Y consumers are open-minded and are therefore likely not as tied to traditional gender roles as previous generational groups. Furthermore, in modern times, gender roles are changing dramatically, which may lead to products previously seen as gender-specific becoming more acceptable in general.

Lastly, the results indicate that the respondents of this study do not seem to perceive dealcoholised wine as a product for boring or conservative consumers, as slight disagreement was observed. Generation Y consumers tend to be open to new ideas and trying new products (Hoyer, 2017). Furthermore, Ordun (2015) highlights their open-mindedness and openness towards innovation. Therefore, the finding can be explained in that Generation Y consumers are likely drawn to new products such as dealcoholised wine, and would therefore not view this product category as boring or conservative.

### 6.2.5.1 Comparison of perceptions of dealcoholised wine by gender

*Objective 8: To investigate whether there is a difference regarding perceptions of dealcoholised wine when comparing male and female South African Generation Y consumers.*

When comparing perceptions that male and female respondents in the sample hold toward dealcoholised wine, a single significant difference was found. Male and female respondents held relatively similar perceptions in that they perceive dealcoholised wine as healthier, but more expensive than regular wine, and not as a product that is feminine. Furthermore, both groups in the sample had similar neutral responses regarding if dealcoholised wine tasted similar to regular wine or like grape juice. However, it was found that female respondents had a larger level of disagreement with regards to if dealcoholised wine is for boring or conservative consumers. It is possible that male respondents disagree less with this statement, as female consumers are believed to be more drawn to low and non-alcoholic beverages such as dealcoholised wine (Bruwer *et al.*, 2014; Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013). Johnson *et al.* (2020) highlight that frequent and heavy alcohol consumption is largely masculine, which may explain male respondents' lower disagreement with the statement that dealcoholised wine is for boring or conservative consumers. It is, however, important to note that overall, both male and female respondents indicated disagreement with the statement.

Although it does not form part of the objectives of the study, the intention of the sample to purchase dealcoholised wine was further explored, as a way to further enrich the results of the study.

### **6.2.6 Purchase intention for dealcoholised wine**

Lastly, an overall positive purchase intention of dealcoholised wine was indicated by the total realised sample. Respondents indicated that they are "likely to make a future purchase of dealcoholised wine", that they will "buy dealcoholised wine again", that they "intend to drink dealcoholised wine again soon" and that they "will drink dealcoholised wine again". When comparing male and female respondents in the group, although similar answers were given, female respondents indicated a



significantly higher agreement with the statement “I am likely to make a future purchase of dealcoholised wine” and “I intend to drink dealcoholised wine soon”. This finding supports the notion that low and non-alcoholic beverages such as dealcoholised wines are believed to be more appealing to female consumers (Bruwer *et al.*, 2014; Chrysochou, 2014; Naspetti, 2019; Saliba *et al.*, 2013).

However, comments made in the open-ended responses, where respondents were asked to elaborate on their answers to each of the mentioned statements, indicates that the overall positive intention by the sample to purchase and consume dealcoholised wine is subject to conditions. Some mentioned conditions include “if the taste improves”, “if it becomes easy to find”, “if it tastes more like wine”, “if the quality is better”, “if lockdown takes place” and “if I have to socialise and need to work the next day”. Therefore, there are a number of factors that producers and marketers need to address to ensure a positive intention to purchase dealcoholised wine.

### **6.3 MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS**

The dealcoholised wine industry is faced with significant growth potential. By better understanding how promising consumer groups, such as Generation Y, behave towards dealcoholised wine, producers and marketers of dealcoholised wine can align the marketing mix of the product to improve its appeal, and ultimately increase sales.

The findings of this pioneering study provide a number of useful implications and recommendations for producers and marketers of dealcoholised wine on how they can better appeal to South African Generation Y consumers. To grow the South African dealcoholised wine market and overcome potential challenges to wider acceptance, it is suggested that role-players in the dealcoholised wine industry consider focusing their marketing strategies on aspects that are deemed as important by the sample in terms of preferences, motives (to purchase and not to purchase), as well as perceptions of dealcoholised wine. This section will focus on highlighting the overall most important aspects of dealcoholised wine found throughout the study, as well as recurring themes, based on which managerial implications will be discussed and suggestions will be provided. Furthermore, an overview of less-Important aspects of dealcoholised wine, in terms of preferences, motives and perceptions, will be

discussed, highlighting potential areas where producers and marketers of dealcoholised wine likely do not have to dedicate large amounts of time and resources to. Lastly, potential gender-specific marketing strategies will be addressed, based on differences found in the study when comparing male and female respondents in the sample.

### **6.3.1 Most important aspects**

#### **6.3.1.1 Taste**

Respondents in the realised sample of this study clearly identified “taste” as the most important consideration when purchasing dealcoholised wine. Not only was “taste” identified as the most important attribute when purchasing dealcoholised wine, the topic of “taste” was identified as a primary consideration throughout all sections of the questionnaire, as well as in the focus group. Therefore, emphasis should be put on incorporating “taste” of dealcoholised wine when attempting to reach South African Generation Y consumers. The continuous emphasis put on “taste” by the respondents highlights the need to provide consumers with opportunities to experience the dealcoholised product first hand. It is evident that opportunities to taste dealcoholised wine are scarce, as highlighted by the high level of importance given to “limited availability” and “it is difficult to find”. Therefore, a fundamental part of making dealcoholised wine more appealing to Generation Y consumers, and encouraging them to make a purchase, should involve getting them to taste and experience the product.

Several strategies could be followed to provide opportunities for consumers to taste dealcoholised wine. Results showed that respondents’ preferred purchase location for dealcoholised wine is from supermarkets, followed by bottle stores, while wine estates, restaurants and online did not seem to be popular purchase locations for this product category. A suggestion, therefore, is that producers and marketers of dealcoholised wine provide tasting opportunities at likely points of purchase, in this case at supermarkets and bottle stores. Although dealcoholised wine may be available in these stores, consumers may not be aware of these products, and may be sceptical to purchase dealcoholised wine. Consumers may feel uncertainty towards purchasing dealcoholised wine due to the perceived risk involved in purchasing a dealcoholised wine that they have not tasted and may potentially not be fond of. Therefore, to

overcome consumers' perceived risk of purchasing dealcoholised wine, free trials of dealcoholised wines should be offered to consumers in supermarkets and bottle stores, to provide them with reassurance. In other words, risk can be reduced, in that consumers will be given an opportunity to taste dealcoholised wines before making a purchase. As the study is focused on Generation Y consumers, to reach a large Generation Y consumer audience, the discussed trials should take place in areas where there is likely to be a large amount of Generation Y consumers. For example, dealcoholised wine trials could take place on campuses such as Stellenbosch University, the University of Cape Town (UCT) and the University of Pretoria. This could be achieved through mobile tasting stations around campus and residences, or at on-campus supermarkets. Furthermore, large city centres, where a large portion younger people (Generation Y) likely work and reside, should be focused on. Therefore, tasting stations could be set up at supermarkets and bottle stores, such as Checkers, Spar, Woolworths and Tops, where dealcoholised wine is already available. As a result, the attention of shoppers will be drawn to dealcoholised wine.

However, results strongly suggest that "taste" is still an issue, and a potential challenge to the wider acceptance of dealcoholised wine by Generation Y consumers. The dealcoholised wine product is still faced with the challenge of a poor perceived taste that is not comparable to regular wine. Therefore, it is important for producers of dealcoholised wine to explore possible methods and approaches to preserve the flavours and aromas found in wine when reducing the alcohol content in the beverage. Traditional dealcoholised wine production methods, such as blending, early harvesting, the use of low ethanol-procuring yeast, as well as evaporation, is believed to have a strong negative effect on quality and sensory aspects of the dealcoholised wine (Pickering, 2000). Therefore, modern dealcoholisation methods should further be explored. For example, advances in alcohol reduction techniques have given rise to reverse osmosis, as well as the spinning-cone column technique. These techniques have allowed dealcoholised wine producers to efficiently produce dealcoholised wine at low temperatures, while preserving taste to a greater extent. The spinning-cone column technique in particular has gained popularity in modern times and is being used increasingly commercially. In simple terms, a spinning-cone column is made up of several stacked rotating cones, through which wine flows. Through the process, the alcohol is extracted from the wine. Therefore, in an attempt to improve the seemingly poor taste of dealcoholised wine, producers of dealcoholised wine should stay up to

date with modern dealcoholisation methods, such as the spinning-cone column technique, as opposed to more traditional production methods. Although beer brands such as Heineken have had success creating alcohol-free beverages (Heineken 0.0) with the vacuum distillation method of dealcoholisation, this method may not be as effective in the case of wine. Methods involving heat and evaporation, such as vacuum distillation are believed to have a negative effect on taste and aroma in the case of wine. Furthermore, additional ideas should be explored, which may help improve the complexity of the taste of dealcoholised wine. For example, aroma and flavour in a dealcoholised wine could potentially be improved by experimenting with the addition of ingredients such as chilli, pepper, teas, citrus, and fruits with bitter notes, such as grapefruit. As a result, it may be possible to build intensity and sensation that could provide dealcoholised wine with the edge or bite found in full-alcohol wines. Additionally, to decrease the comparison made between dealcoholised wine and grape juice, producers should consider keeping sugar content and sweetness to a minimum, and rather focus on more complex tastes. It is evident that there is a need for more research on dealcoholised wine from a production, chemistry and sensory point of view.

However, although steps could be taken to improve the taste of a dealcoholised wine, it is possible that a truly comparable and satisfactory tasting dealcoholised wine can potentially not be delivered currently. Therefore, as a precaution, it is important to consider further strategies to make the taste of dealcoholised wine more appealing to Generation Y consumers. Firstly, it is important to acknowledge that the average Generation Y consumer likely does not have a lot of knowledge regarding the process of creating dealcoholised wine. This lack of knowledge is evident in the relatively high importance given to “I am unfamiliar”. Therefore, producers and marketers of dealcoholised wine could consider providing consumers with an explanation of the process of creating dealcoholised wine and provide more background information of the dealcoholised wine product. It can be expected that consumers that are more educated on dealcoholised wine might in turn, form more realistic expectations regarding the taste of dealcoholised wine, and may be less hesitant to try dealcoholised wine if they have not done so before. In simple terms, if consumers are made aware of the difficulty or unlikeliness of creating dealcoholised wine with the exact taste of regular wine using current dealcoholisation methods, their expectations could potentially be managed, and in turn they might not expect a taste that is directly

in line with full alcohol wine. Information regarding the production of dealcoholised wine, and the dealcoholised wine product can be shared with Generation Y consumers in a number of ways. Firstly, as a tech savvy generation (Vogels, 2019), Generation Y consumers make use of social media, and online sources of information a lot searching for product information. Therefore, the information surrounding the dealcoholised wine product and methods of dealcoholisation could be shared on the social media pages (e.g Instagram and Facebook) of dealcoholised wine producers. According to Sprout Social (2021), 72 percent of Generation Y consumers consider social media as an essential part of life. Furthermore, according to the 2021 “the Global State of Digital Report”, South Africans spend an average of 3.5 hours on social media a day, with 60 percent of consumers making use of social media to search information about brands (Kemp, 2021). Generation Y consumers are believed to have a high preference for both Facebook and Instagram (Kazlauskas, 2021). Additionally, the dealcoholised wine information could be shared on forums, health and wine blogs. Visual content, such as short videos showing the dealcoholisation process, could be shared on platforms such as Tiktok and Instagram. This would allow consumers to view content in an engaging manner, as opposed to simply seeing purely factual information.

Lastly, the issue of taste could be addressed by altering the way that dealcoholised wine is promoted as a wine product. Throughout the review of literature, the comments made in the focus group, as well as the results of the survey, it was made clear that the taste of dealcoholised wine is generally not comparable to regular wine. Because wine has been produced and consumed for thousands of years, and a large culture has been built around wine, it is reasonable that dealcoholised wine is not yet seen as comparable. Therefore, dealcoholised wine can be said to attempt to mimic something that consumers are very familiar with, namely regular wine. It could be argued that dealcoholised wine should perhaps not be promoted as a wine or a wine substitute, but as a beverage on its own. In a study concerning non-alcoholic beer, Silva *et al.*, (2016) came to a similar conclusion, suggesting that direct comparisons between non-alcoholic beer and regular beer, especially in terms of taste, should be avoided in communications. Therefore, the marketing of dealcoholised wine could focus on aspects such as the functional benefits that the beverage can provide (e.g. “to avoid drinking and driving”, “health value”, “to reduce my alcohol intake” and “to avoid getting drunk”), rather than focusing on the fact that it is a wine. As a result, consumers’

expectation that dealcoholised wine should taste exactly like regular wine can potentially be lowered and managed.

The importance of taste is further highlighted by the high level of importance given to “I have tried it before” by the sample. It can be assumed that Generation Y consumers would stick to dealcoholised wines that they are familiar with, and have experience with, to reduce risk and minimize uncertainty. Therefore, familiarity with the taste of dealcoholised wine is an important consideration in the purchasing decision. As indicated by the sample, if Generation Y consumers had a positive taste experience with a dealcoholised wine, they are likely to purchase the product again. Therefore, it is of significant importance for producers and marketers of dealcoholised wine to aim to provide Generation Y consumers with opportunities to taste dealcoholised wine. As previously mentioned, pop-up tastings could be offered on different university campuses, or near areas with a large number of corporate offices such as Technopark or Sandton, where there are likely a large number of Generation Y consumers. Alternatively, dealcoholised wine tasting opportunities could be offered at food and beverage festivals such as the Mindful Drinking Festival, Stellenbosch Wine Festival and Cape Town Street Food Festival, as well as music festivals and events such as Rocking the Daisies and Oppikoppi, which are primarily aimed at younger consumers (including Generation Y consumers). Therefore, dealcoholised wine brands could provide consumers with positive dealcoholised wine-related experiences.

#### 6.3.1.2 Limited availability/difficult to find

“Limited availability” and “it is difficult to find” were identified as the most prominent motives not to purchase dealcoholised wine. Generation Y consumers seem to be unsure of where dealcoholised wine can be purchased. It is therefore clear that dealcoholised wines are not sufficiently available in purchase locations, and that where they are available, they are not sufficiently advertised or displayed. The first step that producers and marketers of dealcoholised wine can take to address this issue is to ensure that their dealcoholised wine products are widely distributed and available, at a number of purchase locations (e.g. supermarkets, bottle stores, at wine farms, at restaurants and online). However, it is important to note that the study found that respondents in the total realised sample prefer to purchase dealcoholised wine primarily from bottle stores and supermarkets. Therefore, ensuring wine availability of dealcoholised wine at bottle stores and supermarkets should be priority when

attempting to reach South African Generation Y consumers. Producers and marketers of dealcoholised wines should aim to build relationships and establish agreements with several channels of distribution, to ensure wider availability. A low percentage of respondents indicated that they purchase dealcoholised wine from wine estates, online or from restaurants. A possible reason for this result is that these channels do not widely offer dealcoholised wine products yet. For example, although some restaurants may offer alcohol-free options such as mocktails, dealcoholised wine offerings may still be limited. It is therefore important for dealcoholised wine to additionally be made available and promoted at these locations.

Secondly, it is important for the availability of the dealcoholised wine to be made known at the respective purchase locations. For example, in supermarkets and at bottle stores, consumers may be more likely to notice dealcoholised wines if a dedicated shelf or area is created for these beverages. Furthermore, eye-catching promotional material such as signs and banners could be used to draw attention to dealcoholised wines. With regards to wine farms, consumers may not be aware that a particular wine farm offers dealcoholised wines, as that may not have been the case traditionally. Therefore, wine farms that produce or offer dealcoholised wine should announce its availability during wine tastings, and can include a section in the menu highlighting the availability of dealcoholised wine. Additionally, wine farms could offer dealcoholised wine tastings, which could be included in regular wine tastings, or could be aimed at designated drivers, as a full tasting. Similarly, consumers may not be aware of dealcoholised wine offerings at bars and restaurants. Therefore, bars could offer dedicated non-alcoholic beverage menus or expand the dealcoholised wine offering and highlight it on their existing menu, which may help draw attention to dealcoholised wine. Lastly, Generation Y consumers could be reached online through the use of targeted advertisements. Social media platforms such as Facebook and Instagram offer services that target specific consumer groups. Messages including phrases such as “available now” or “shop our dealcoholised range now” could be included in these advertisements. Additionally, wine producers with existing newsletters and email lists could include broadcasts highlighting their dealcoholised wines. Consumers will be more likely to be aware of where dealcoholised wine is available if promotional material and communications include information regarding where and how these products can be purchased.

An additional potential opportunity related to the availability and ease of finding dealcoholised wine is related to regulations surrounding the Covid-19 pandemic. During lockdown periods resulting from Covid-19, South Africa, as well as other countries, imposed a ban on the sale of alcoholic beverages. Although alcohol bans pose a major threat to the alcohol industry, an opportunity for non-alcoholic beverages arose. It is evident in the open-ended responses that many respondents first purchased dealcoholised wine as a result of alcohol restrictions. As dealcoholised wine is available at other locations besides bottle stores (which are closed during bans/restrictions), such as supermarkets, restaurants and online, it is still available during restricted times. Therefore, producers and marketers of dealcoholised wine should focus on informing consumers of the products availability during times of alcohol restrictions. For example, at supermarkets, dealcoholised wine should be set up in a prominent location in the store, and shelved in a manner that is noticeable to consumers. Banners could be used with messages reminding consumers that although they may currently not be permitted to purchase regular wine, they can still enjoy dealcoholised wine, without worrying about restrictions. Furthermore, restaurants could include pamphlets on tables or in menus highlighting the availability of dealcoholised wine. Similarly, during times where alcohol sales are restricted, online advertisements could be run on social media, again reminding consumers that they still have the option to enjoy wine, in the form of dealcoholised wine. Dealcoholised wine can therefore be framed as a product that consumers still have access to and can enjoy, even when it is not possible to purchase alcoholic beverages. Therefore, should alcohol sales be restricted once more, promotional material and communications should focus on highlighting the availability of dealcoholised wine.

#### 6.3.1.3 Price

“Price” too played a central role throughout the literature review, focus group and in the final results of this study. It is evident that Generation Y consumers largely consider the price of a dealcoholised wine when making a purchase decision. Dealcoholised wine is generally priced similarly to regular wine, as there are a number of additional steps in the dealcoholisation process that lead to additional production costs. Consumers are, however, unlikely to be aware of these additional processes, and may be under the impression that there is ‘less’ product or value as there is less alcohol concentration in dealcoholised wine compared to regular wine. Dealcoholised wine is therefore still viewed as being expensive or overpriced. As mentioned before,



respondents in the realised sample of this study indicated a fairly low willingness to pay relatively high prices for dealcoholised wine. A simple solution to provide Generation Y consumers with a better value proposition would be to offer financial incentives to purchase dealcoholised wine by, for example, selling the beverage at a discount. However, selling dealcoholised wine at a reduced price may not be financially viable for producers in the long term. Therefore, producers and marketers of dealcoholised wine may need to rely on alternative strategies to use “price” to reach Generation Y consumers.

Firstly, due to the high level of importance that Generation Y consumers put on “price” when purchasing dealcoholised wine, dealcoholised wines that fall within the price bracket of R50 to R100 (as identified in the survey as the amount the sample are most willing to pay), should be shelved in a manner that is most noticeable, for example at eye level. Furthermore, the price tags or labels of dealcoholised wines should be emphasised and highlighted on shelves, in restaurant and bar menus and on websites. It is important to note that in the case of restaurants, the price of wine in general is usually marked up higher than food, and is a product often with the highest profit margin (Terblanche & Pentz, 2019). Coqueret (2015) further highlights that the price of wine in a restaurant is generally between two to five times higher than in a retail store. Therefore, it could be argued that the price of wine in general is relatively high in restaurants and may be perceived as overpriced. It is therefore important to consider these findings in the case of dealcoholised wine. If the price of dealcoholised wine, which is already believed to be perceived as having a high price (Bruwer *et al.*, 2014), is further marked up in restaurants, as it is done with regular wine, consumers may perceive the price as being too high. Therefore, it may be necessary to aim to keep the markup on the price of dealcoholised wine low in restaurants.

From a production point of view, it is important for producers of dealcoholised wine to ensure that costs are kept to a minimum, and that cost efficient techniques are used. Modern dealcoholisation techniques such as the spinning-cone column technique not only preserve the flavour and aroma of wine better than traditional methods, but do so while saving energy and resources. As a result, producers of dealcoholised wines can keep costs down by making use of innovative dealcoholisation techniques. The selling price of dealcoholised wine could therefore be reduced as a result of a reduction in manufacturing costs. As demand for dealcoholised wine is still limited, production costs

as well as prices remain relatively high; however, if demand were to increase, economies of scale would ensure that the price of dealcoholised wine could be reduced. However, if the selling price cannot be reduced, strategies can be put in place to attempt to make current prices more acceptable.

Generation Y consumers are found to place importance on how they appear to others (Harrington *et al.*, 2012), and purchase certain products as a form of self-expression (Rivaroli *et al.*, 2019). In the context of beverages, Generation Y consumers may choose to consume certain beverages to portray an image. Furthermore, they may be willing to pay higher prices for products that are in line with how they see themselves (Hoyer, 2017). In simple terms, if aspects of the dealcoholised wine product are seen as desirable to Generation Y consumers, and are in line with how they want to be seen by others, they may be more willing to pay more for the product. As a result, current prices of dealcoholised wine may become more acceptable to Generation Y consumers. An option is to link the dealcoholised wine product to the idea of healthy living, as Generation Y consumers in general are believed to have a strong orientation towards healthier lifestyles and emphasise health factors when making a purchase (Chrysochou, 2014). Dealcoholised wine could therefore be framed as a product that could help them reach their desired image of health. Therefore, in this case, marketing efforts should focus on the health benefits surrounding the dealcoholised wine product, and how it can be incorporated into a healthy lifestyle. Linking dealcoholised wine to the image of health could potentially be an interesting avenue for future research. Additionally, several other aspects of the dealcoholised wine product received a high level of importance from the sample, which are mainly functional in nature.

#### 6.3.1.4 Focus on functional benefits

It is clear from trends identified in the results of this study that dealcoholised wine is a product that is largely purchased for functional reasons. This focus on functional benefits is evident in the relatively high importance given by the sample to attributes such as “contains very little or no alcohol” and “health value”, as well as motives (to purchase) such as “to avoid drinking and driving”, “to reduce my alcohol intake”, “to avoid getting drunk” and “I like to stay in control”. Therefore, it can be said that the lack of alcohol in dealcoholised wine is in itself a benefit, as the discussed functional benefits can be said to follow as a result of the beverage being non-alcoholic.

Therefore, increased interest in dealcoholised wine should be created by creatively communicating the benefits of the product.

Firstly, results indicate that the sample are primarily motivated to purchase dealcoholised wine as it helps them “to avoid drinking and driving”. An aim of dealcoholised wine is to provide consumers with the same experience of drinking regular wine, without the adverse effects of alcohol such as drunk driving, as well as increased risk of dementia, elevated blood pressure (Sohrabvandi *et al.*, 2010), interpersonal violence and alcohol poisoning (WHO, 2018) among others. South Africa is believed to have one of the riskiest patterns of alcohol consumption, with the highest per capita consumption of alcohol in Africa (WHO, 2018). Furthermore, South Africa has one of the highest road traffic death rates in the world, with more than 39.7 deaths per 100 000 annually, many of which are believed to be linked to drunk drivers and intoxicated pedestrians (WHO, 2018). Therefore, drinking and driving can be seen as a major social issue faced by South Africa. However, beverages such as dealcoholised wine could be used to combat this issue. In South Africa, the acceptable legal blood-alcohol level to drive is 0.05g per 100ml (at the time of this study in 2021). However, a new National Road Traffic Amendment Act is expected to come into effect, and this act proposes a new legal blood-alcohol limit of 0% (Arrive Alive, 2021), i.e. a zero drinking and driving policy. It is therefore suggested that dealcoholised wine should be communicated as a beverage that can help consumers “avoid drinking and driving”, and address South Africa’s issue with drinking and driving in the process. Promotional materials of dealcoholised wine could focus on the idea that consumers can still enjoy a product that resembles wine, without having to worry about driving. In other words, they can still have a good time, and enjoy a sophisticated beverage, and will still be able to safely drive, keeping themselves and others safe. Furthermore, producers and marketers of dealcoholised wine could approach organisations such as Arrive Alive and other organisations campaigning against drinking and driving, to collaborate. For example, messages could promote responsible drinking, while promoting dealcoholised wine brands.

Motives such as “to avoid getting drunk” and “I like to stay in control” highlight the value that Generation Y consumers put on being present. Dealcoholised wine can therefore be communicated as a way to provide consumers with the benefit of not having to compromise on experiences or atmosphere just because they are not consuming an

alcoholic beverage. Social media campaigns, for example, could be launched focusing on this message of not having to compromise. The benefits that dealcoholised wine presents, such as staying in control, and being present instead of intoxicated, can allow consumers to make the most of their experiences. Therefore, communications could revolve around good experiences rather than the dealcoholised wine product itself. For example, messages such as “make the most of your time with your friends”, “enjoy every minute”, “take it all in” and “you don’t need alcohol to be part of the fun”, could be used on social media posts with images of young people (Generation Y) drinking dealcoholised wine, and having a good time at dinner, having sundowners, at a celebration, or out at a concert. Consumers can stay present and enjoy their experiences when they choose dealcoholised wine.

Additionally, Generation Y consumers may purchase dealcoholised wine for its “health value”, and to help them “reduce (their) alcohol intake”. It is clear from results that dealcoholised wine is seen as a healthier alternative to regular wine. Generation Y, a generation that is geared toward healthier lifestyles, and is more conscious of what they eat and drink (Chrysochou, 2014), may therefore benefit from products such as dealcoholised wine. Therefore, it is important for producers and marketers of dealcoholised wine to highlight the health benefits of this product. Messages should be communicated that from a health perspective; consuming dealcoholised wine may provide consumers with the nutritional value of the beverage, without the negative effects of alcohol. As previously mentioned, Generation Y are a tech-savvy generation. Therefore, dealcoholised wine could be promoted on social media and health blogs. For example, sponsored collaborations could be made with South African health and fitness Instagram influencers (e.g. Amanda du-Pont, Laura Danielz, Candice Dodington and Anede Horne), which would provide a large reach. South Africa’s top health and fitness influencers have roughly between 2.7 and 4 million followers (in 2021). Additionally, dealcoholised wine can be considered a product that can help people “reduce (their) alcohol intake”. Trends such as “Dry January” and “Sober October” have gained popularity in recent years. In simple terms, consumers following these mentioned trends aim to give up drinking or reduce their alcohol intake in these months. Therefore, producers and marketers of dealcoholised wine are presented with an opportunity to provide consumers with beverage alternatives during these months. Messages can highlight how dealcoholised wine can help consumers maintain their attempts at “Dry January” or “Sober October”, as it offers a chance to still enjoy wine,

without consuming alcohol. Dealcoholised wine can also be promoted as a “pacer”. In simple terms, “pacing” involves drinking a low or non-alcoholic beverage in between and alternating with full-alcohol beverages, helping to reduce overall alcohol consumption. Dealcoholised wine producers such as Van Loveren and Leopard’s Leap, who offer both regular and dealcoholised wines, could sell a case of wine with a mix of regular wine and dealcoholised wine. Consumers could therefore “pace” between regular and dealcoholised wine.

It is therefore strongly suggested that in addition to taste, availability and price, producers and marketers of dealcoholised wine should focus on selling the functional benefits that dealcoholised wine provides.

### **6.3.2 Least important aspects**

In addition to highlighting aspects that dealcoholised producers and marketers could focus on to better reach Generation Y consumers, the results of this study also highlight elements that are of less importance to this cohort of consumers.

Firstly, in terms of preferences, it is evident that marketing elements surrounding the dealcoholised product such as “back label”, “attractive front label”, “brand name” and “medal/award”, comparatively have very little relevance for the sample compared to attributes such as “taste”, “price” and “I have tried it before”. It is therefore suggested that budgets and marketing efforts should not focus on these elements, as Generation Y consumers are likely to pay little attention to them. Visual elements such as the labels and award stickers, as well as “brand name” are likely not critical in differentiating a dealcoholised wine from others, as the dealcoholised product is still very new, with few brands available. However, producers and marketers of dealcoholised wine can use the opportunity to experiment with different branding, labels and packaging, as these elements are likely to become more important if more competitors enter the dealcoholised wine market. Furthermore, in terms of motives (to purchase), there is little need to focus on portraying messages of weight management and avoiding hangovers when focusing on a Generation Y cohort.

Lastly, it was found that respondents in the sample are seemingly not bothered by social pressures or stigma surrounding dealcoholised wine, as little importance was

given to “it would be embarrassing”, “if a friend/family disapproves” and “my friends do not drink it”. Although these aspects can be considered to be unimportant, this finding can be used to the advantage of producers and marketers of dealcoholised wine. As the potential challenge of a stigma attached to not drinking is evidently absent in the context of this study’s sample, Generation Y consumers may be less hesitant to purchase and consume dealcoholised wine in the presence of other groups, and are more likely to spread word of mouth regarding dealcoholised wine. The apparent absence of social pressure and stigma is further evident in how the sample perceive dealcoholised wine. The South Africa Generation Y sample do not consider dealcoholised wine to be a feminine product, nor do they see it as a product for boring or conservative consumers. Therefore, based on these findings, producers and marketers of dealcoholised wine likely do not have to dedicate a large number of resources to overcome a stigma and social pressures.

It is important to note that aspects that were deemed least important should not be the focus of budgets and the attention of producers and marketers of dealcoholised wine. Resources should rather be focused on strategies focusing on most important aspects of dealcoholised wine, as previously discussed. Another consideration is the potential need for gender-specific strategies.

### **6.3.3 Gender-specific marketing strategies**

As part of this study, the preferences, motives (to purchase/not to purchase) and perceptions of South African Generation Y male and female consumers toward dealcoholised wine were investigated and compared. A number of differences were found with regards to these elements. Depending on the goals and objectives of producers and marketers of dealcoholised wine, gender-specific marketing strategies may be tailored to appeal to a specific group (male or female consumers) to a certain extent.

Firstly, in terms of preferences, it was found that, although price is also an important factor for male respondents, female respondents put significantly greater importance on “price” than their male counterparts. Therefore, it is important to note that when attempting to appeal to female Generation Y consumers, additional focus should be placed on “price”. As female consumers possibly have more experience with

dealcoholised wine and wine in general, they may have a better idea of pricing for these products, and may therefore be more sensitive to “price”. A second difference was found for the attribute “attractive front label”. However, as this attribute was deemed unimportant, gender-specific adjustments are likely unnecessary.

Additionally, two significant differences were found in terms of what motivates the sample to purchase dealcoholised wine, namely for “to avoid getting drunk”, and for “I like the taste”. Firstly, it should be noted that male respondents place more importance on “to avoid getting drunk” than female respondents. Therefore, marketing material could highlight the functional benefits of consuming dealcoholised wine, such as preventing getting drunk due to the lack of alcohol in the beverage, when efforts are aimed at male Generation Y consumers. However, it was found that female respondents are motivated more by liking the taste of a dealcoholised wine, compared to their male counterparts. Therefore, producers and marketers of dealcoholised wine must keep in mind that female Generation Y consumers may be more particular about liking the taste of a dealcoholised wine. Steps to improve the taste of dealcoholised wine should be followed, as discussed earlier.

Lastly, although importance ranking was similar, several differences were found between male and female respondents with regards to motives not to purchase dealcoholised wine. The bulk of differences were found for motives (not to purchase) on the low-end of the ranking. Female respondents were found to be bothered less by “it would be embarrassing”, “if a friend/family disapproves” and “it would be embarrassing” compared to male respondents. Therefore, although these considerations are unimportant for both groups, male Generation Y consumers may be more sceptical to purchase dealcoholised wine due to social pressures.

## **6.4 MAIN CONTRIBUTIONS OF THIS STUDY**

Research on reduced and dealcoholised wine has received minimal attention in the public domain (Bucher *et al.*, 2018; Bruwer *et al.*, 2014; Chan *et al.*, 2012). Although dealcoholised wine has been available for some years, the product has not seen as much commercial success as other low and non-alcoholic beverages, nor has it received similar academic attention. Most existing studies highlight a scientific

perspective concerning chemical processes involved in the dealcoholisation process (Bucher *et al.*, 2018). Several studies have been conducted concerning consumer preference and wine (Casini *et al.*, 2009; Chrysochou *et al.*, 2012; Lategan *et al.*, 2017; Nunes *et al.*, 2016), but there is a lack of knowledge concerning dealcoholised wine from a consumer behaviour and marketing perspective.

This pioneering study not only provides a substantial academic contribution in addressing gaps in knowledge surrounding the dealcoholised wine product, particularly from a consumer behaviour perspective, but provides practical contributions and strategies that can be followed by several relevant stakeholders. The rise in the mindful drinking trend and growth of the low and non-alcoholic beverages industry present beverage producers with considerable opportunity. However, because of potential challenges preventing wider acceptance and a lack of research on the topic of dealcoholised wine, producers of dealcoholised wine are unable to fully take advantage of the opportunity. By expanding the knowledge on dealcoholised wine and consumer behaviour towards it (in terms of preferences, motives and perceptions), producers and marketers of dealcoholised wine will be able to better understand their target market(s) and will be able to better design and promote the dealcoholised wine product.

## **6.5 LIMITATIONS AND FUTURE RESEARCH**

### **6.5.1 Limitations**

A number of potential limitations exist for this study, which may impact the results and the generalisability thereof. Firstly, certain limitations relating to the sample are present. Non-probability sampling was used to collect data from respondents. Ideally, a probability sampling technique should be used to ensure maximum generalisability. However, as no sampling frame and limited resources were available, probability sampling was not possible. However, by making use of the services of an established consumer research consulting business (Consumer Solutions), a diverse sample from across South Africa could be compiled, increasing the generalisability of this study. However, as it was anticipated, an equal split of male and female responses was not achieved (177 males, 444 females, 5 Other/prefer not to answer). However, according to Babin and Zikmund (2016), when a study aims to analyse subgroups within a



sample, each subgroup should have a minimum of 100 units. Therefore, sufficient responses were collected from both groups (male and female respondents). Additionally, a further limitation could exist in that this study focuses on a single generational group only, namely Generation Y consumers. All items used in the BWS sections of the final questionnaire (sections C, D & E) were chosen based on previous, related studies, as well as the focus group discussion. As only a limited number of items could be used in each section, it is possible that other items relating to preferences, motives to purchase dealcoholised wine, and motives not to purchase dealcoholised wine may exist beyond what was found in the literature review and focus group. Lastly, due to an oversight, two questions in section B of the questionnaire, relating to willingness to pay for a bottle dealcoholised red and white wine, contained price brackets which are not mutually exclusive. The price brackets “R50-R100” and “R100-150” given, containing an overlap, which may cause confusion.

### **6.5.2 Suggestions for future research**

This pioneering study could potentially be furthered in several ways. Firstly, a larger, more representative sample, with a more equal split of groups (male and female respondents) could be used in future research on this topic, to further increase generalisability. Additionally, research can be carried out beyond the Generation Y group of consumers. Insights into the behaviour of older generational groups (Generation X and Baby Boomers), as well as younger groups (Generation Z) could be investigated, and compared to the findings of the current study. This may highlight potential generational differences in behaviour towards dealcoholised wine. Furthermore, the study should be applied in other countries, which may provide insight into the potential influence of economic, social and cultural contexts on dealcoholised wine. It might of interest to compare consumers' behaviour toward dealcoholised wine from old world wine countries (e.g. France, Spain, Italy, Georgia) and new world wine countries (e.g. Australia, Chile, South Africa). Additionally, as this study only considered dealcoholised wine drinkers who have purchased dealcoholised wine in the past 12 months, the sample could be expanded to include other groups, such as wine drinkers or consumers who don't or can't drink alcohol at all. The potential of additional items, and the relevance of current items regarding preferences, motives (to purchase/not to purchase), as well as perceptions should be further explored in future studies. Furthermore, additional potential challenges to the wider acceptance of

dealcoholised wine could be explored. This study could be applied in the context of other low and non-alcoholic beverages, such as non-alcoholic gin, non-alcoholic whiskey and other beverages. As the theme of “taste” was central in the results of this study, experimental and sensory studies should be considered with the aim to improve the taste of dealcoholised wine. Lastly, as the study incorporated several elements of consumer behaviour (preferences, motives and perceptions), future studies could be conducted focusing more intensely on each of these elements as separate studies.

## 6.6 CONCLUSION

As one of the most widely produced and consumed substances on earth, alcohol has played an important role in the lives of many human beings for thousands of years (Curry, 2017; Plank & West, 2017). However, a growing interest in low and non-alcoholic beverages is evident (Bucher *et al.*, 2018), and is believed to be attributable to a shift towards consumer health-consciousness and a greater focus on wellness and mental well-being (Chang *et al.*, 2016; O’Brien, 2019). However, many issues are still faced within this product category. A number of potential challenges were identified in previous studies hindering a wider acceptance for low and non-alcoholic beverages such as dealcoholised wine, including taste, price, a lack of awareness and availability, and a stigma attached to not drinking alcoholic beverages (Bruwer *et al.*, 2014; Bucher *et al.*, 2018; Chan *et al.*, 2012; Chrysochou, 2014; Distill Ventures, 2019; Silva *et al.*, 2016). Although the low and non-alcoholic beverage industry has seen significant growth, not all beverages have been equally successful.

Dealcoholised wine, for example, has had far less market success than light and alcohol-free beer (Bucher *et al.*, 2018). There was therefore a need to gain insight into how consumers behave toward dealcoholised wine in terms of preferences, motives (to purchase/not to purchase) and preferences.

The primary objective of this study was to investigate the preferences, motives (to purchase/not to purchase) and perceptions of South African Generation Y male and female consumers in terms of the dealcoholised wine product. Additionally, the role of gender was considered as a part of the secondary objectives. All objectives of the study were addressed. A clear list ranking 13 dealcoholised wine attributes from best

to worst was created. Furthermore, lists were created indicating the importance of motives to purchase and not to purchase dealcoholised wine for the sample of respondents. Lastly, the study provided insights into the perceptions that the sample of respondents hold regarding dealcoholised wine. Furthermore, potential differences in gender (male and female respondents) in terms of preferences, motives and perceptions in terms of dealcoholised wine were considered.

Based on the results, conclusions could be drawn, from which practical recommendations were made to producers and marketers of dealcoholised wine. It is advised that resources are focused on “taste”, from both a production and marketing perspective, “price”, and providing Generation Y consumers with experiences with dealcoholised wine. Furthermore, producers and marketers of dealcoholised wine are advised to focus on the functional benefits provided by dealcoholised wine, such as “to avoid drinking and driving”, “to reduce my alcohol intake”, “to avoid getting drunk” and “I like to stay in control” when attempting to appeal to Generation Y consumers.

It is believed that this study, its results, conclusions, and recommendations make a significant contribution to the fields of wine, consumer behaviour and Generation Y-related studies.

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## ADDENDUM A: FOCUS GROUP CONSENT FORM



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jou kennisvenoot • your knowledge partner

### CONSENT TO PARTICIPATE IN FOCUS GROUP (ONLINE)

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You are invited to take part in a study conducted by **Markus Filter** of the Department of Business Management at Stellenbosch University. You were approached as a possible participant because you fit the description of the sample for this study (South African Generation Y consumer).

#### 1. PURPOSE OF THE STUDY

The research project is titled: **Dealcoholised wine: Motivations, preferences and perceptions of South African Generation Y consumers**. This study aims to gain insight about several aspects of the dealcoholised wine product in terms of the motivations, preferences and perceptions of consumers. The focus group is the first of two phases and is designed to develop the final data collection instrument.

#### 2. WHAT WILL BE ASKED OF ME?

If you agree to take part in this study, you will be asked to participate in an online focus group consisting of 6-10 people. You will be asked to contribute your personal views, opinions and ideas to a discussion relating to your motives, perceptions and preferences around the dealcoholised wine product. No preparation will be required.

#### 3. POSSIBLE RISKS AND DISCOMFORTS

Your participation is entirely voluntary, and you are entitled to withdraw from the study at any time. Your information will not be used for further analysis. As a research participant, you have the right to decline to answer any of the questions if you do not feel comfortable doing so. There are no right or wrong answers in the discussion. Your answers will not affect you negatively in any way. For research purposes, the focus group session will be recorded and transcribed for data analysis purposes. However, your identity and answers will be kept anonymous and your information will be protected.

#### 4. POSSIBLE BENEFITS TO PARTICIPANTS

There are no direct benefits involved in participating in this focus group. However, your participation will contribute greatly to this study.

## **5. PAYMENT FOR PARTICIPATION**

No monetary payment will be granted for participation.

## **6. PROTECTION OF YOUR INFORMATION, CONFIDENTIALITY AND IDENTITY**

Any information you share with me during this study and that could identify you as a participant will be protected. Your information will be protected by saving the recording of the session on a password-protected computer, accessible only by me, the researcher. Any identifying marks, including your name, signature and email address will be used to gain written consent only. Identifying marks will not be disclosed to any other party, nor will it be used in any further analysis. You will remain anonymous. Therefore, no personal information will be used in the final report. The insights gained in the focus group session, and the analysis thereof will strictly be used to develop the final data collection instrument. Once the results of the study are finalised, the recording will be deleted as a further measure to protect your privacy and the security of your information.

## **7. PARTICIPATION AND WITHDRAWAL**

You can choose whether to be in this study or not. If you agree to take part in this study, you may withdraw at any time without any consequence. Your information will not be used for further analysis. You may also refuse to answer any questions you do not want to answer and still remain in the study. The researcher may withdraw you from this study if excessive disruption is caused.

## **8. RESEARCHER'S CONTACT INFORMATION**

If you have any questions or concerns about this study, please feel free to contact Markus Filter at 19124929@sun.ac.za and/or the supervisor Dr C D Pentz at cdpentz@sun.ac.za.

## **9. RIGHTS OF RESEARCH PARTICIPANTS**

You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study. If you have questions regarding your rights as a research participant, contact Ms Maléne Fouché [mfouche@sun.ac.za; 021 808 4622] at the Division for Research Development.

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## **DECLARATION OF CONSENT BY THE PARTICIPANT**

As the participant, I confirm that:

- I have read the information above and it is written in a language that I am comfortable with.
- I have had a chance to ask questions and all my questions have been answered.
- All issues related to privacy, and the confidentiality and use of the information I provide, have been explained.

By signing below, I \_\_\_\_\_ agree to take part in this research study, as conducted by Markus Filter.

\_\_\_\_\_  
**Signature of Participant**

\_\_\_\_\_  
**Date**

**DECLARATION BY THE PRINCIPAL INVESTIGATOR**

As the **principal investigator**, I hereby declare that the information contained in this document has been thoroughly explained to the participant. I also declare that the participant has been encouraged (and has been given enough time) to ask any questions. In addition, I would like to select the following option:

	The conversation with the participant was conducted in a language in which the participant is fluent.
	The conversation with the participant was conducted with the assistance of a translator (who has signed a non-disclosure agreement). This Consent Form is available to the participant in a language in which the participant is fluent.

\_\_\_\_\_  
**Signature of Principal Investigator**

\_\_\_\_\_  
**Date**

## ADDENDUM B: FOCUS GROUP DISCUSSION GUIDE



### Focus Group (Online) Discussion Guide

The following discussion was used by the researcher during the focus group phase of this study.

#### 1.1 Welcome

- Welcome participants and thank them for their time and effort.
- Short introduction.

#### 1.2 Consent process

- Ensure that everyone has seen and signed the consent form.
- You understand that you are taking part willingly.
- You will remain anonymous and your information will be protected.
- If you feel uncomfortable at any point, you may choose to decline to answer any of the questions without being affected negatively in any way.
- Lastly, make sure that everyone is comfortable with recording this session for analysis.
- Give everyone a chance to introduce themselves.

#### 1.3 Focus group process

- Check if anyone participated in a focus group before.
- Briefly explain what a focus group is if necessary.
- A focus group is a free-flowing, unstructured interview or discussion. It should be seen as more of a relaxed conversation between the whole group.
- I am here in the capacity of the researcher. I will therefore need to be neutral and will not be able to always share my personal opinions, but I will guide the conversation and ask questions and so on.
- Set out basic ground rules:

- Everyone should feel comfortable with sharing their opinions.
- Participants should be as honest as possible. If you love something, you love it, if you hate it you hate, be honest.
- Everyone must have a chance to share their ideas and opinions.
- It is OK to have different opinions.
- There are no right or wrong answers. All ideas and opinions are valuable.
- You should feel free to ask questions to me or to anyone in the group.
- I just want to ask that one person at a time should speak, therefore I think its easiest if we just raise our hands if you want add something.
- I'll also keep the comments box open throughout for any questions.
- Are there any questions or does anything need to be clarified before moving on?

#### **1.4 Introduction to the topic**

- For my Master's thesis, I am looking into the world of low and non-alcoholic drinks.
- In recent years there has been an increase in interest for these low and alcohol-free beverage alternatives (these are things like alcohol-free beer, light beer, virgin gin and tonic). One that is often overlooked is dealcoholised wine. That's why for my thesis I'm focusing on the dealcoholised wine product.
- For those you who aren't too familiar, dealcoholised wine is created by taking a full alcoholic wine, and then using chemical processes to remove the alcohol content either partially or completely. In South Africa, anything with an alcohol content of less than 0,5% can be regarded as non-alcoholic.

#### **1.5 Warm-up questions**

- Ask respondents about their beverage consumption and purchase habits.
  - What beverages do you consume? What are your favourite beverage types?  
\*(Alcoholic/non-alcoholic?) (tea/ beer/ water/ whisky)
  - Do you consume different beverages in different contexts/places?
  - With whom do you consume these beverages?

#### **1.6 Product attribute importance**

- First without prompting.

- Think about the situation in which you purchase a beverage. What aspects do they consider most important to help them make a choice? What is your approach? What do you look out for?
- And in the context of a non-alcoholic drink such as a dealcoholised wine?
  
- Then prompt if some product attributes have not been mentioned.
  - *For example, Taste, Price, Attractive front label, I have tried it before, Someone recommended it, Matches my food, Brand name, Alcohol level, Country of origin, Health value, Matches occasion, Calorie content.*

Potential 10 minute break, if requested.

### **1.7 Motives to purchase dealcoholised wine**

- First without prompting.
  - What would motivate you to purchase a non-alcoholic beverage such a dealcoholised wine? In other words, what are the main reasons for purchasing dealcoholised wine? If you have bought it, why? What do you need to get out of it?
- Then prompt if some motives have not been mentioned.
  - *For example, I can drink more, to avoid getting drunk, to avoid a hangover, to try to lose weight, to improve my diet, to avoid drinking and driving, health and fitness goals, I like the taste, I like to stay in control, I want to reduce my alcohol intake, I still want to be sociable with friends who drink.*
  
- *Social situation:*
- When you are not drinking in a social setting, how does it make you feel? Is there pressure? If you are drinking a non-alcoholic beverage?
- Do you feel part of the group?

### **1.8 Motives not to purchase dealcoholised wine**

- First without prompting.
  - What would motivate you not to purchase a non-alcoholic beverage/ dealcoholised wine? In other words, what are the main reasons that would keep you from purchasing dealcoholised wine?



- Then prompt if some motives have not been mentioned.
  - *For example, Lower quality than standard wine, I dislike the taste, a higher price than standard wine, does not contain enough alcohol to feel an effect, difficult to find, It is not clear from the bottle what it is, my friends don't seem to drink it, I would be embarrassed to be seen drinking it, Can't think of a reason not to buy it.*

### 1.9 Perceptions of dealcoholised wine

- What comes to mind when thinking about dealcoholised wine?
- Then prompt if necessary.
  - What do you think about the **taste** of non-alcoholic beverages/dealcoholised wine? Compared to regular versions?
  - How do they see non-alcoholic beverages/dealcoholised wine in terms of **health**?
  - How do they think non-alcoholic beverages/dealcoholised wine is **priced**? Too high, reasonable or low? Compared to regular wine?
  - Would they describe dealcoholised wine as **masculine, feminine or neutral**? Why?
  - Do you think there are enough options **available**?

### 1.10 Intention to purchase dealcoholised wine

- Would you say you have a strong interest in dealcoholised wine?
- How much do you agree with the following statement: I don't understand much about dealcoholised wine?
- Do you intend to purchase dealcoholised wine in the future? If not, why not?

### 1.11 Rounding up, questions and end

- Round up any last thoughts.
- Revisit any topics if necessary. Thank respondents for their time. End meeting.

## ADDENDUM C: SURVEY CONSENT FORM



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Dear prospective participant

My name is **Markus Filter** and I am a student at Stellenbosch University. I would like to invite you to take part in a survey, the results of which will contribute to a research project to complete my Master of Commerce in Marketing. Please take some time to read the information about the study and the questionnaire below.

This study aims to gain insight on several aspects of the dealcoholised wine product in terms of the motivations, preferences and perceptions of consumers. The questionnaire consists of several sections, covering demographic information, preferences, motivations to purchase (and not to purchase), as well as perceptions concerning dealcoholised wine. The questionnaire should take no longer than 15 minutes to complete.

Your participation is entirely voluntary and you are entitled to withdraw from the study at any time. You will not be affected negatively in any way if you choose not to take part in the study. As a research participant, you have the right to decline to answer any of the questions and may exit the survey at any time without giving a reason. You will remain anonymous throughout the process and your information will remain confidential afterwards. The information will be used strictly for academic purposes only. You may choose to enter a lucky draw to win a case of dealcoholised wine. A winner will be chosen at random.

If you have questions about your rights as a research participant, you may contact the Division for Research Development ([mfouche@sun.ac.za](mailto:mfouche@sun.ac.za) / 021 808 4622). If you have any questions about the research topic or the questionnaire, feel free to contact me,

Markus Filter ([19124929@sun.ac.za](mailto:19124929@sun.ac.za)) or my supervisor, Dr CD Pentz ([cdpentz@sun.ac.za](mailto:cdpentz@sun.ac.za)).

If you are willing to take part in this study, please indicate “Yes” below.

	Yes	No
I confirm that I have read and understood the information provided for the current study		
I agree to take part in this survey		

## ADDENDUM D: QUESTIONNAIRE

*\*Note: the electronic version of the questionnaire can be accessed on Qualtrics with the following link: [https://sun.qualtrics.com/jfe/form/SV\\_8hTcVbY2oJOWSe9](https://sun.qualtrics.com/jfe/form/SV_8hTcVbY2oJOWSe9)*

**Dealcoholised wine refers to wine containing less than 0,5% alcohol by volume (ABV).**

Some available brands in South Africa include Leopard's Leap Natura, Lautus and Von Loveren Almost Zero. **Regular wine** generally contains between 11,5% and 13,5% alcohol by volume (ABV).

### Section A:

Please indicate your answer		
Are you between the ages of 20 and 40?	Yes	No
Are you a South African citizen?	Yes	No
Have you purchased dealcoholised wine in the last twelve (12) months?	Yes	No
<p>If you indicated "NO" for any of the questions above, please <b>do not</b> continue. Thank you for your time.</p> <p>If you indicated "YES" for all the questions above, please continue with the rest of the sections.</p>		

### Section B:

Gender	MALE	FEMALE	OTHER	PREFER NOT TO ANSWER	
Age (in years)	_____ years old				
Would you describe yourself as a regular wine drinker?	YES	NO			
Would you describe yourself as a dealcoholised wine drinker?	YES	NO			
How regularly do you purchase dealcoholised wine?	Once every week	Once every month	Once every three (3) months	Once every six (6) months	Once every twelve (12) months
What type of dealcoholised wine do you prefer?	Red	White			
Where do you typically purchase	Bottle store	Wine estate	Supermarket	Online	Restaurant

dealcoholised wine?					
How much are you willing to pay per bottle of dealcoholised red wine?	Less than R50	R50-R100	R100-R150	More than R150	
How much are you willing to pay per bottle of dealcoholised white wine?	Less than R50	R50-R100	R100-R150	More than R150	

### Section C:

**Think of a situation in which you purchase dealcoholised wine for your own consumption and the attributes that influence that choice.**

Below you are presented with several choice sets. For each choice set, please indicate which single attribute is most important in your decision and which single attribute is least important in your decision. Therefore, only **one** (1) most important and **one** (1) least important attribute should be chosen in **each** choice set.

An example is provided below to indicate how to correctly mark your choice.

#### Example of a choice set:

In the choice set example, "Attribute 4" was identified as most important when purchasing dealcoholised wine, whereas "Attribute 1" was indicated as least important.

Most Important	Attribute	Least Important
	Attribute 1	<b>X</b>
	Attribute 2	
	Attribute 3	
<b>X</b>	Attribute 4	

Choice Set 1:		
Most Important	Attribute	Least Important
	Taste	
	Price	
	Attractive front label	
	Health value	

Choice Set 2:		
Most Important	Attribute	Least Important
	Price	
	Someone recommended it	
	Back label	
	Promotion	

Choice Set 3:		
Most Important	Attribute	Least Important
	Someone recommended it	
	Attractive front label	
	I have tried it before	
	Medal/ award	

Choice Set 4:		
Most Important	Attribute	Least Important
	Attractive front label	
	Back label	
	Brand name	
	Matches my food	

Choice Set 5:		
Most Important	Attribute	Least Important
	Back label	
	I have tried it before	

	Contains very little or no alcohol	
	Taste	

Choice Set 6:		
Most Important	Attribute	Least Important
	I have tried it before	
	Brand name	
	Matches an occasion	
	Price	

Choice Set 7:		
Most Important	Attribute	Least Important
	Brand name	
	Contains very little or no alcohol	
	Health value	
	Someone recommended it	

Choice Set 8:		
Most Important	Attribute	Least Important
	Contains very little or no alcohol	
	Matches an occasion	
	Promotion	
	Attractive front label	

Choice Set 9:		
Most Important	Attribute	Least Important
	Matches an occasion	
	Health value	
	Medal/-award	
	Back label	

Choice Set 10:		
Most Important	Attribute	Least Important
	Health value	
	Promotion	
	Matches my food	
	I have tried it before	

Choice Set 11:		
Most Important	Attribute	Least Important
	Promotion	
	Medal/award	
	Taste	
	Brand name	

Choice Set 12:		
Most Important	Attribute	Least Important
	Medal/award	
	Matches my food	
	Price	
	Contains very little or no alcohol	

Choice Set 13:		
Most Important	Attribute	Least Important
	Matches my food	
	Taste	
	Someone recommended it	
	Matches an occasion	



**Section D:**

**The following section is concerned with motivations to purchase dealcoholised wine. Please think about what your motivations are to purchase dealcoholised wine for your own consumption.**

The following section will also consist of several choice sets. For each choice set, please select which single (1) statement you consider most important, and which single (1) statement is least important.

Choice Set 1:		
Most Important	Attribute	Least Important
	To control my weight (try to lose weight and improve my diet)	
	I like to stay in control	
	To avoid getting drunk	
	I still want to be sociable with friends	

Choice Set 2:		
Most Important	Attribute	Least Important
	I like the taste	
	Price is lower than regular wine	
	To avoid drinking and driving	
	To avoid getting drunk	

Choice Set 3:		
Most Important	Attribute	Least Important
	To achieve my health and fitness goals	
	I want to reduce my alcohol intake	

	To control my weight (try to lose weight and improve my diet)	
	Price is lower than regular wine	

Choice Set 4:		
Most Important	Attribute	Least Important
	I still want to be sociable with friends	
	To avoid a hangover	
	I like the taste	
	To control my weight (try to lose weight and improve my diet)	

Choice Set 5:		
Most Important	Attribute	Least Important
	I like to stay in control	
	To avoid getting drunk	
	To achieve my health and fitness goals	
	To avoid a hangover	

Choice Set 6:		
Most Important	Attribute	Least Important
	To avoid a hangover	
	I like the taste	
	Price is lower than regular wine	
	I like to stay in control	

Choice Set 7:		
Most Important	Attribute	Least Important
	To avoid getting drunk	
	To achieve my health and fitness goals	
	I want to reduce my alcohol intake	
	I like the taste	

Choice Set 8:		
Most Important	Attribute	Least Important
	I want to reduce my alcohol intake	
	To control my weight (try to lose weight and improve my diet)	
	I like to stay in control	
	To avoid drinking and driving	

Choice Set 9:		
Most Important	Attribute	Least Important
	To avoid drinking and driving	
	I still want to be sociable with friends	
	To avoid a hangover	
	I want to reduce my alcohol intake	

Choice Set 10:		
Most Important	Attribute	Least Important
	Price is lower than regular wine	

	To avoid drinking and driving	
	I still want to be sociable with friends	
	To achieve my health and fitness goals	

**Section E:**

**Please now consider what your motivations are NOT to purchase dealcoholised wine.**

Choice Set 1:		
Most Important	Attribute	Least Important
	There is limited availability of dealcoholised wine	
	My friends do not drink dealcoholised wine	
	Dealcoholised wine is more expensive than regular wine	
	It would be embarrassing if people see me drinking dealcoholised wine	

Choice Set 2:		
Most Important	Attribute	Least Important
	It is difficult to find dealcoholised wine	
	If a friend/ family disapproves of dealcoholised wine	
	I dislike the taste	

	Dealcoholised wine is more expensive than regular wine	
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Choice Set 3:		
Most Important	Attribute	Least Important
	Dealcoholised wine is of lower quality than regular wine	
	Dealcoholised wine does not give me the effect that regular wine does	
	There is limited availability of dealcoholised wine	
	If a friend/family disapproves of dealcoholised wine	

Choice Set 4:		
Most Important	Attribute	Least Important
	It would be embarrassing if people see me drinking dealcoholised wine	
	I am unfamiliar with dealcoholised wine	
	It is difficult to find dealcoholised wine	
	There is limited availability of dealcoholised wine	

Choice Set 5:		
Most Important	Attribute	Least Important
	My friends do not drink dealcoholised wine	
	Dealcoholised wine is more expensive than regular wine	
	Dealcoholised wine is of lower quality than regular wine	
	I am unfamiliar with dealcoholised wine	

Choice Set 6:		
Most Important	Attribute	Least Important
	I am unfamiliar with dealcoholised wine	
	It is difficult to find dealcoholised wine	
	If a friend/family disapproves of dealcoholised wine	
	My friends do not drink dealcoholised wine	

Choice Set 7:		
Most Important	Attribute	Least Important
	Dealcoholised wine is more expensive than regular wine	
	Dealcoholised wine is of lower quality than regular wine	

	Dealcoholised wine does not give me the effect that regular wine does	
	It is difficult to find dealcoholised wine	

Choice Set 8:		
Most Important	Attribute	Least Important
	Dealcoholised wine does not give me the effect that regular wine does	
	There is limited availability of dealcoholised wine	
	My friends do not drink dealcoholised wine	
	I dislike the taste	

Choice Set 9:		
Most Important	Attribute	Least Important
	I dislike the taste	
	It would be embarrassing if people see me drinking dealcoholised wine	
	I am unfamiliar with dealcoholised wine	
	Dealcoholised wine does not give me the effect that regular wine does	

Choice Set 10:		
Most Important	Attribute	Least Important
	If a friend/family disapproves of dealcoholised wine	
	I dislike the taste	
	It would be embarrassing if people see me drinking dealcoholised wine	
	Dealcoholised wine is of lower quality than regular wine	

**Section F:**

**The following section is concerned with your general thoughts and perceptions about dealcoholised wine.**

Please indicate your level of agreement with the following statements.

Dealcoholised wine...	Strongly disagree	Disagree	Partly disagree	Neutral	Partly agree	Agree	Strongly agree
Tastes similar to regular wine							
Tastes like grape juice							
Is healthier than regular wine							
Is more expensive than regular wine							
Is a feminine product							



Is for boring/ conservative consumers							
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**Section G:**

Please indicate your level of agreement with the following statements.

	Strongly disagree	Disagree	Partly disagree	Neutral	Partly agree	Agree	Strongly agree
I am likely to make a future purchase of dealcoholised wine							
Please justify your answer							
I will buy dealcoholised wine again							
Please justify your answer							
I intend to drink dealcoholised wine soon							
Please justify your answer							
I will drink dealcoholised wine again							

Please justify your answer	
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Please ensure that you have completed all sections.
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<b>Thank you for your participation in this study.</b>
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If you would like to enter the draw to win the prize, please provide your email address below. Your email address will strictly be used for the lucky draw only. You may choose not to take part.
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Email: _____
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