

SEGMENTING THE SOUTH AFRICAN WINE MARKET: A FOCUS ON INVOLVEMENT, MOTIVE/LIFESTYLE AND PURCHASE BEHAVIOUR

by

Carna Myburgh



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Supervisor:

Prof. CD Pentz

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DECLARATION

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ABSTRACT

Wine is a complex product that comprises many intrinsic and extrinsic product attributes, ranging from grape variety to brand. Wine consumer behaviour is also intricate. First, consumers have different levels of involvement with the wine product, ranging from no or low involvement to ultra-high involvement. Moreover, consumers have different lifestyle motives to consume wine, ranging from drinking wine for self-expression to enjoying the intellectual challenge associated with wine consumption. Varying levels of involvement and motives to consume wine could lead different wine consumers to consider alternative wine product purchase criteria. Wine consumers pay attention to different aspects of wine when buying wine, from price to the wine producer. Therefore, many factors play a role in a consumer product purchase decision.

The South African wine industry is in dire need of an increase in domestic wine sales. Therefore, information is needed by wine marketers to better understand the South African wine market. Market segmentation is, therefore, necessary to divide the total wine market into distinct consumer groups to better satisfy the needs and wants of these consumers. Because of the limited knowledge of different South African wine segments, the purpose of this study was to explore involvement, motive/lifestyle, and purchase behaviour of South African wine consumers. The purpose was to segment the South African wine market according to the involvement, motive/lifestyle, and purchase behaviour of its consumers. Based on the results of the study, wine marketers can effectively target South African wine market segments according to characteristics.

This study was semi-replicated from a Swiss market segmentation study conducted by Brunner and Siegrist (2011). The present study was two-phased. First, a qualitative phase entailed a focus-group discussion to establish whether the proposed questionnaire, semi-replicated from the Swiss study, was valid for use in studying South African wine consumers, as the instrument would be used in the second research phase.

In the second (quantitative) phase of the study, a survey strategy was implemented. Data were gathered from 400 respondents (South African wine consumers) through a questionnaire, with the assistance of an external research company. Analysis of the

gathered data assisted the researcher in segmenting the South African wine market according to involvement, motive/lifestyle, and purchase behaviour.

A specific research design and methodology plan was implemented to segment the South African wine market. First, a cluster analysis was conducted, whereby the 400 respondents were grouped into five respective clusters (segments). The clusters were formed based on their similarity according to *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* sub-variables and behavioural variables. Hence, hierarchical clustering was employed using Ward's method and Euclidean distances. In the next step, one-way analysis of variance (ANOVA) with an *F*-test and Fisher's least significant difference (LSD) post hoc test was computed for each sub-variable and variable. The purpose of the one-way ANOVA was to establish whether the identified clusters differed significantly according to each sub-variable and behavioural variable. The clusters (segments) were profiled accordingly the identified significant differences and means.

The five South African wine market segments identified in this study are: *the bargain-hunting wine consumer*, *the wine traditionalist*, *the wine enthusiast*, *the wine intellectual*, and *the basic wine consumer*.

Keywords: wine consumer behaviour; wine product involvement; wine consumption motives; wine purchase behaviour; market segmentation; South African wine market; wine market segments

OPSOMMING

Wyn is 'n komplekse produk wat baie intrinsieke en ekstrinsieke produkeienskappe bevat, wat strek van druifsoort tot handelsmerk. In hierdie verband is wynverbruikersgedrag ook ingewikkeld. Eerstens het verbruikers verskillende vlakke van betrokkenheid met die wynproduk. 'n Verbruiker kan óf geen tot min betrokkenheid met die wynproduk hê, óf 'n ultra-hoogsbetrokke verbruiker wees. Verder het verbruikers verskillende leefstyl-motiewe om wyn te verbruik, wat strek van wyn drink vir selfuitdrukking of om die intellektuele uitdaging wat met wynverbruik gepaardgaan, te geniet. Verskillende wyn-betrokkenheidsvlakke en motiewe vir wynverbruik kan verskillende wynverbruikers daartoe lei om alternatiewe wynproduk-aankoopskriteria te oorweeg. Wynverbruikers gee aandag aan verskillende aspekte van wyn wanneer hul wyn aankoop, van die prys tot die wynproduseerder. Wynverbruikers oorweeg dus baie faktore in hul wynaankoopbesluit.

Die Suid-Afrikaanse wynindustrie het 'n dringende behoefte aan 'n toename in plaaslike wynverkope. Gevolglik benodig wynbemarkers inligting om die Suid-Afrikaanse wynmark beter te verstaan. Marksegmentering is daarom nodig om die algehele wynmark in onderskeie verbruikersgroepe te verdeel, sodat wynverbruikers se behoeftes en begeertes beter bevredig kan word. As gevolg van beperkte kennis van Suid-Afrikaanse wynmarksegmente was die doel van hierdie studie om betrokkenheid, motief/leefstyle, en koopsgedrag van Suid-Afrikaanse wynverbruikers te verken. Die uitkoms was segmentering van die Suid-Afrikaanse wynmark volgens wynverbruikers se betrokkenheid, motief/leefstyl, en koopgedrag. Wynbemarkers kan die resultate van die studie aanwend om Suid-Afrikaanse wynmarksegmente effektief volgens hul eienskappe teiken.

Hierdie studie is gesemi-repliseer vanaf 'n Switserse marksegmenteringstudie Brunner en Siegrist (2011). Die studie is in twee fases gedoen. In die eerste (kwalitatiewe) fase is 'n fokusgroepbespreking gehou. Die doel van die fokusgroep was om te bevestig of die voorgestelde vraelys wat vanaf die Switserse studie gesemi-gerepliseer is vir die tweede navorsingsfase relevant tot Suid-Afrikaanse verbruikers was.

In die tweede (kwantitatiewe) fase van die studie is 'n opname-strategie geïmplementeer. Data is met die hulp van 'n eksterne navorsingsmaatskappy vanaf

400 respondente (Suid-Afrikaanse wynverbruikers) versamel. Ontledings van die versamelde data het die navorser in staat gestel om die Suid-Afrikaanse wynmark volgens betrokkenheid, motief/leefstyl, en koopgedrag te segmenteer.

'n Spesifieke navorsingsontwerp- en metodologieplan is geïmplementeer om die Suid-Afrikaanse wynmark te segmenteer. Eerstens, is 'n klusteranalise uitgevoer waardeur die 400 respondente in vyf onderskeie klusters (segmente) gegroepeer is. Die vorming van die klusters is gebaseer op hul soortgelykheid in die sub-veranderlikes van *Betrokkenheid*, *Motief/Leefstyl*, en *Koopgedrag*, en die veranderlikes van gedrag. Hiervandaan is hiërargiese klustering aangewend met gebruik van Ward se metode en Euklidiese afstande. In die volgende stap is 'n eenrigting analise van variansie (ANOVA) met 'n *F*-toets en Fisher se minste beduidende verskil 'post hoc' toets uitgevoer vir elke sub-veranderlike en veranderlike. Die doel van die eenrigting analise van variansie was om te bevestig of die geïdentifiseerde klusters beduidend verskil in terme van elke sub-veranderlike en veranderlike van gedrag. Die klusters (segmente) se profiele is geskep gebaseer op die beduidende verskille wat geïdentifiseer is, tesame met sub-veranderlikes en veranderlikes se gemiddeldes.

Die vyf Suid-Afrikaanse wynmarksegmente wat in hierdie studie geïdentifiseer is, is: *die wynwinskopie-jagter*, *die wyn-traditionalis*, *die wyn-entoesias*, *die wyn-intellektualis*, en *die algemene wynverbruiker*.

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CHAPTER 1

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1. INTRODUCTION

– “Wine is the only artwork you can drink.” –

Luis Fernando Olaverri

These words of Luis Fernando Olaverri highlight the sophistication of the wine product (McClain Cellars, 2019). Wine is not just an ordinary consumer product; it is a product that is deeply embedded in the lifestyle of many consumers across the globe (Anchor & Lacinová, 2015).

Through the years, wine has increasingly become a lifestyle product that complicates the consumer’s decision-making process. The different symbolic lifestyle meanings that wine holds, such as consuming wine for self-expression or purely for pleasure, contribute to the complexity of this decision-making (Brunner & Siegrist, 2011; Charters & Gallo, 2014; Dobele, Greenacre & Fry, 2018). Additionally, wine consumers have different levels of involvement with the wine product, ranging from no or low involvement to ultra-high involvement (Charters, 2006; Lesschaeve & Bruwer, 2010). Therefore, wine consumers’ behaviour may vary because consumers with different lifestyles and levels of involvement with the wine product might have distinct motivations to consume wine (Brunner & Siegrist, 2011). Different levels of involvement and motives for wine consumption also lead to differences in purchase behaviour among consumers. As a result, different consumers may base their purchase decisions on different factors (Brunner & Siegrist, 2011). By better understanding wine consumers’ differences in involvement levels, motives to consume wine, and purchase behaviour, marketers can attempt to meet consumers’ needs and wants by addressing these through effective marketing strategies.

An alarming fact for the South African wine market is that, since 2018, there has been a decrease in domestic wine sales (SAWIS, 2019a; Vinpro, 2020a). To address this issue, there is a need to assist wine industry role players to increase the sales of wine

in the South African wine market. One way of increasing sales is through effective target marketing (Kotler & Armstrong, 2018). However, to effectively target South African wine consumers, a wine marketer needs knowledge of the different consumer segments within the South African wine market. Market segmentation is based on identifying and profiling groups who have similar characteristics (Kotler & Keller, 2016). Limited knowledge exists in the public domain regarding the South African wine market. The purpose of this study was to explore involvement, motive/lifestyle, and purchase behaviour of South African wine consumers, and to segment the South African wine market according to these variables.

The findings of this study could assist South African wine marketers in identifying different South African wine market segments that can be targeted more effectively, to increase domestic wine sales.

1.2. BACKGROUND TO THE STUDY

In the following section, wine consumption and sales in South Africa, as well as the importance of segmentation, are discussed, to provide a background to the study.

1.2.1. Wine consumption and sales in South Africa

In 2020, South Africa was the world's ninth-largest wine producer, contributing approximately 3.3% of global wine production. The wine industry added a value of R36 billion to the gross domestic product of South Africa (Vinpro, 2020b).

According to Statistics South Africa (Stats SA) (2019), wine ranks fourth in South African consumers' favourite drinks, with 7.2% of households' expenditure being on alcoholic and non-alcoholic beverages. Interestingly, South African households have a larger expenditure on wine than on coffee (Stats SA, 2019). Similarly, South African Wine Industry Information and Systems (SAWIS) (2019a) states that still wine (wine that is not fortified or sparkling) holds the second largest market share for alcoholic beverages, at 14.2%, whereas beer holds 56.8% (SAWIS, 2019a). These statistics suggest that South African consumers are invested in the wine product.

Although many South Africans consume wine as an alcoholic beverage, the local wine industry faced a decline in domestic sales of still wine from 2018 (387.1 million litres) to 2020 (290.4 million litres) (SAWIS, 2020). Absa (2019) predicted that local wine consumption will most likely not rise within the next five years; that is, until 2025. Basson (2020), managing director of Vinpro (an organisation that represents over 2 500 South African wine-related entities), highlights the importance of the local South African wine market. Basson (2020) advises that, for the South African wine industry to become stronger and more profitable, a better understanding and stronger focus on the domestic market is of utmost importance.

While South African wine sales have decreased locally, the demand for particular cultivars, for example, Sauvignon Blanc and Pinotage, has increased (SAWIS, 2019a). The increased demand for specific cultivars indicates that South African consumers might prefer certain cultivars above others. Therefore, to better meet consumer needs and increase domestic wine sales, marketers should take notice of wine consumers' preferences of wine product attributes, such as grape varieties.

Another critical aspect to consider when studying the local wine market is that, during 2020, the global sales of wine decreased because of the COVID-19 pandemic regulations (Low, 2020). Although the regulations affected wine producers globally, it had a particularly damaging effect on South African wine producers. South Africa was faced with periods of alcohol bans that prohibited local consumers from purchasing wine and other forms of alcohol (Low, 2020). It has been estimated that the wine industry faced a loss of approximately R300 million during 2020 for every week that wine could not be sold locally (Low, 2020). The South African wine industry lost more than R7 billion from March 2020 to August 2020, due to the two periods in which local sales were banned and a five-week ban on exports of alcohol. At the same time, the industry faced a wine surplus of 300 million litres (Vinpro, 2020a). Vinpro (2020a) predicted that it will take the South African wine industry a long time to recover from these losses.

Vinpro (2020a) suggests that solutions need to be found to recover and grow the industry. It is, therefore, clear that there is a dire need for the South African wine industry to increase domestic wine sales to recover lost sales and to create growth in the industry. One way to increase domestic sales is for marketers to target consumers

according to their wine preferences. However, a marketer needs a clear understanding of the South African wine market. Market segmentation has proven to be an efficient approach to understanding a particular market (Brunner & Siegrist, 2011). The importance of market segmentation is discussed next.

1.2.2. The importance of wine market segmentation

It is critical that role players in the wine industry understand wine consumer behaviour in order to improve the chances of success of the wine business (Tang, Tchetchik & Cohen, 2015). However, there is a lack of knowledge in this regard (Charters & Gallo, 2014). Previous researchers have argued that mass marketing is often ineffective in the wine market, as different market segments have different preferences and perceptions about wine (Anchor & Lacinová, 2015; Wolf, Higgins, Wolf & Qenani, 2018). This indicates that market segmentation may be an effective method of understanding and addressing consumer behaviour.

Market segmentation is the process of dividing a market into smaller groups of consumers according to their relatively similar sets of needs and wants (Kotler & Keller, 2016). Market segments in the wine market can be identified through various bases and variables that impact wine consumption (Anchor & Lacinová, 2015; Charters & Gallo, 2014). Previous studies on segmentation of a wine market used variables such as behavioural attributes, occasion, involvement, socio-demographics, wine tourism, and lifestyle (Szolnoki & Hoffmann, 2014). These studies have been conducted in several countries, for example, Australia, New Zealand, Israel, the United States of America, and Ireland (Szolnoki & Hoffmann, 2014). However, limited knowledge exists about the segments of the South African wine market.

The South African wine industry is faced with a decrease in and a loss of sales, and its recovery is critical (SAWIS, 2019a; Vinpro, 2020a). By segmenting the South African wine market and comprehending the discrepancies between consumer groups, separate segments can be identified and wine marketers can address the unique needs and wants of different segments in distinct ways (Ellis & Caruana, 2018; Wolf *et al.*, 2018). If wine marketers successfully target segments based on their preferences, needs, and wants, it can lead to profitability and increased sales (Kotler

& Armstrong, 2018). Therefore, South African wine marketers can assist in the growth and recovery of the South African wine industry through increased revenue due to effective target marketing. Therefore, the current study focused on segmenting the South African wine market, to enable the industry to effectively target market segments.

The current study was a semi-replication of a study conducted by Brunner and Siegrist (2011), who attempted to segment the Swiss wine market by combining three segmentation variables, namely 'involvement', 'motive/lifestyle' and 'purchase behaviour'. Brunner and Siegrist (2011) successfully segmented the Swiss wine market into six consumer segments, namely the price-conscious wine consumer; the involved, knowledgeable wine consumer; the image-orientated wine consumer; the indifferent wine consumer; and the basic wine consumer. The wine market segments were based on the consumers' level of involvement with the wine product, their lifestyle motives to consume wine, and what they paid attention to when purchasing wine. These segments will be discussed in more detail in Chapter 3.

Charters and Gallo (2014) argue that the relative importance of the wine product is linked to the culture of a country; therefore, wine consumer behaviour may differ cross-culturally. Lockshin and Cohen (2011) also claim that wine is an appropriate product for cross-cultural research, as wine consumer behaviour may differ across countries. A nation's history and familiarity with the wine product, differences in evaluating wine product attributes, and the level of involvement with the wine product of the nation could play a role in wine consumer behaviour (Lockshin & Cohen, 2011).

Brunner and Siegrist (2011) called for their study to be conducted cross-culturally with their newly developed measurement instrument. Therefore, the current study was aimed at answering the call of Brunner and Siegrist (2011) by attempting to segment the South African wine market according to the same segmentation variables. By using the measurement instrument developed by Brunner and Siegrist (2011), the current study attempted to identify whether similar or different segments exist in South Africa as those identified in the Swiss wine market. The results will be presented in Chapter 6.

To conclude, the current research study sought to segment the South African wine market according to three variables: *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*, which are briefly discussed in the sections to follow.

1.2.2.1. Segmentation according to *Involvement*

Involvement is the degree of importance to which a product is associated with a consumer's personal interests and needs (Solomon, 2018). Wine consumers with high involvement and those with low involvement tend to make different purchase decisions, and they value different wine product attributes when making a purchase decision (Kallas, Escobar & Gil, 2013; Nallaperuma, Bandyopadhyay & Lockshin, 2017). Therefore, the level of involvement with the wine product influences consumer behaviour.

Brunner and Siegrist (2011) measured the wine product involvement of Swiss wine consumers through their wine knowledge and how often they attended wine-related events. The aspects mentioned above were also used to investigate the involvement levels of the South African consumers, and will be discussed in Chapter 3.

1.2.2.2. Segmentation according to *Motive/Lifestyle*

Solomon (2018) operationalises lifestyle as reflecting how consumers spend their money and time; therefore, lifestyle indicates a consumer's consumption patterns. Anchor and Lacinová (2015) contend that a consumer's lifestyle and motivation for wine consumption influence the consumer's purchase decision. Therefore, by gaining knowledge of how situations, lifestyle, and other motives influence wine consumption, marketers can form a better understanding of the motivation behind consumers' wine purchasing and consumption patterns (Anchor & Lacinová, 2015).

Based on prior research, 'lifestyle' and 'motive' can be used interchangeably to refer to the motivation to drink wine (Charters, 2006). The *Motive/Lifestyle* segmentation variable of the current study focuses on motives for wine consumption that benefit and are associated with consumers' lifestyles (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). Therefore, the term *Motive/Lifestyle* will be used in the current study to refer to which factors of consumers' lifestyles motivate them to consume wine.

The following sub-variables were identified by Brunner and Siegrist (2011) to measure *Lifestyle/Motive* for wine consumption of the Swiss wine market: self-expression, recreation, sociability, health, style, food, tradition, fun, and intellectual challenge. These sub-variables were therefore also used in this semi-replication study to investigate the lifestyle motives that drive could wine consumption of South African wine consumers. The sub-variables will be discussed in Chapter 3.

1.2.2.3. Segmentation according to *Purchase behaviour*

When purchasing wine, the consumer is often faced with a plethora of wine product attributes to consider during the purchase decision-making process (Charters & Gallo, 2014). The use of purchase behaviour as a segmentation variable provides marketers with an overview as to which wine product attributes different consumer segments favour when making a purchase decision (Pomarici, Lerro, Chrysochou, Vecchio & Krystallis, 2017). The importance of different wine product attributes in the consumer's purchase decision can differ across countries (Nunes, Madureira, Oliveira & Madureira, 2016; Pomarici *et al.*, 2017). For example, studies conducted in Australia, Germany, Israel, Italy, New Zealand, Taiwan, the United Kingdom, and the United States of America all found 'tasted the wine previously' to be the main driver of wine purchases. Wine consumers in Austria, Brazil, and France respectively found grape variety, brand name, and 'matching food' to be the main factors considered when consumers purchase wine (Lockshin & Cohen, 2011).

South African wine consumers might evaluate the properties of wine differently to other nations, due to cultural differences. Therefore, the importance of the wine product purchase criteria (that is, product attributes) that consumers pay attention to when making a purchase decision, identified by Brunner and Siegrist (2011), were also used in the present study to explore the purchase behaviour of the South African wine market. The wine product purchase criteria that were investigated in the current study include intrinsic aspects, rating, recommendation, heritage, and bargain. These criteria will be discussed in depth in Chapter 3.

The background to the study, which focused on the situation of the South African wine market and the importance of segmentation, allowed the researcher to identify knowledge gaps and a research problem.

1.3. PROBLEM STATEMENT

Even though South Africa is among the top wine-producing countries in the world, the average South African wine consumer does not consume a large amount of wine. To illustrate, South Africa was the seventh-largest wine-producing country worldwide in 2020, with a production of 10.4 million hectolitres. Conversely, South Africa ranked 17th among the top wine-consuming countries, with a consumption of 3.1 million hectolitres (OIV, 2021). Evidently, South Africa is a larger wine producer than consumer. Statistics from SAWIS (2020) indicate that the South African wine industry faced a decrease in domestic sales of wine from 2018 to 2020. The domestic sales of still and sparkling wine comprised approximately 396.5 million litres in 2018, whereas around 298.3 million litres were sold in 2020.

The regulations related to the COVID-19 pandemic also had a negative impact on the South African wine industry in 2020 (Low, 2020). The South African wine industry lost approximately R7 billion from March to August 2020 due to the 14-week ban on domestic wine sales and the five-week ban on wine exports (Vinpro, 2020a). Therefore, the South African wine market is in critical need of an increase in wine sales to recover some of the lost sales. Vinpro (2021c) reported that the domestic wine market accounts for nearly 66% of wine sales in South African wine industry. Therefore, South African wine consumers play a significant role in the South African wine industry. Wine marketers can assist South African wine producers with the recovery of sales by creating effective marketing strategies to increase wine sales. One way they can do this is to strongly focus on the domestic South African wine market.

However, wine marketers need an in-depth understanding of South African wine consumer to develop appropriate strategies to increase domestic wine sales and market share (Basson, 2020). Mass-marketing is often inadequate in reaching consumers in a wine market, as wine consumers differ in terms of their preferences and perceptions regarding the complex wine product (Anchor & Lacinová, 2015; Wolf *et al.*, 2018). Market segmentation is an effective method to study and address wine consumer behaviour, whereby a market is divided into smaller groups or segments according to consumers' shared sets of preferences, wants, and needs (Anchor &

Lacinová, 2015; Kotler & Keller, 2016). Accordingly, segments can be targeted with customised offerings (Schiffman & Kanuk, 2014).

Through the years, many wine segmentation studies have been conducted across the globe, ranging from Australia to Ireland (Szolnoki & Hoffmann, 2014). However, with the exception of a study conducted by Bruwer, Roediger, and Herbst (2017), there is a dearth of knowledge on wine consumer segments in the South African market. The argument can therefore be made that there is an urgent need for a formal academic segmentation study of the South African wine market, to assist wine marketers in strategy development. Segmentation will enable marketers to target specific segments based on the particular needs and wants of each unique segment (Schiffman & Kanuk, 2014).

In a pioneering study, Brunner and Siegrist (2011) segmented the Swiss wine market according to 'involvement', 'motive/lifestyle' and 'purchase behaviour', which proved to provide unique wine consumer segments. Brunner and Siegrist (2011) called for their wine market segmentation study to be conducted cross-culturally and in other wine-consuming countries. To answer this call and address the lack of knowledge on consumer segments in the South African wine market, the decision was made to semi-replicate the Swiss study of Brunner and Siegrist (2011) in South Africa. The aim was to make a novel contribution to existing wine marketing literature, and also to assist South African wine marketing practitioners to formulate more effective and better-targeted marketing strategies, with the ultimate aim of increasing South Africa's domestic wine sales.

1.4. RESEARCH OBJECTIVES

The primary objective and secondary objectives of the study are discussed in the following section.

1.4.1. Primary objective

The primary objective of this study was to explore the involvement, motive/lifestyle, and purchase behaviour of South African wine consumers, with the aim of segmenting the wine market accordingly.

1.4.2. Secondary objectives

The following were the secondary objectives for each of the unique wine consumer segments identified. The study aimed to establish whether the different identified wine consumer segments differ significantly in terms of:

- 1) *Involvement* sub-variables;
- 2) *Motive/Lifestyle* sub-variables;
- 3) *Purchase behaviour* sub-variables; and
- 4) behavioural variables; as well as
- 5) to provide a profile of each distinct wine consumer based on the segmentation variables and behavioural variables investigated in the study.

1.5. RESEARCH DESIGN AND METHODOLOGY

The research design of this study was two-phased. In the first phase, qualitative research was conducted through a focus group, whereas quantitative data were collected through a survey in the second phase. An overview of the research design and methodology is provided next.

1.5.1. Research philosophy

According to Saunders, Lewis, and Thornhill (2019), the research philosophy of a study is the framework of beliefs and assumptions about knowledge development. The main objective of the current study was to explore involvement, motive/lifestyle, and purchase behaviour of South African wine consumers. Therefore, the chosen research philosophy for the study was positivism, which involves researching observable and

measurable social realities that are generalisable (Saunders *et al.*, 2019; Wiid & Diggines, 2021). Positivism allows a researcher to measure the social reality of individuals. It requires a scientific, structured, empirical research method, which entails collecting accurate and clear data (Saunders *et al.*, 2019; Wiid & Diggines, 2021). As a result, a scientific data collection method, namely a survey, was used in this study to gather information from South African wine consumers.

The positivism research philosophy, along with the research objective, assisted the researcher in identifying the approach to theory development in the current study.

1.5.2. Approach to theory development

The theory development of the current study was deductive in nature. The data collected with a deductive approach confirm or reject an existing theory (Bell, Bryman & Harley, 2015; Saunders *et al.*, 2019). The deductive theory development approach allowed the researcher to identify whether the South African wine consumer segments were similar to the Swiss wine segments identified by Brunner and Siegrist (2011). Brunner and Siegrist's (2011) suggested theory and a measurement instrument was tested. The researcher, therefore, made a methodological choice to test the theory and measurement instrument of Brunner and Siegrist (2011).

1.5.3. Methodological choice

The present study was conducted in two phases, one qualitative and one quantitative. The qualitative phase explored if the concepts, variables, and items used in Brunner and Siegrist's (2011) segmentation study would be understandable and applicable to South African wine consumers. Therefore, the measurement instrument would have had to be adapted to a South African context if local consumers' understanding of concepts, variables, and items differed from that of the Swiss wine market.

This phase was followed by the quantitative phase of the research study, which was aimed at numerical measurement based on collected data on South African wine consumers' involvement with the wine product, their motives or lifestyle influencing wine consumption, and their purchase behaviour.

1.5.4. Strategy

The research strategy refers to the plan the researcher follows to address research objectives, and connects all aspects of the research study, from the research problem to the research philosophy (Saunders *et al.*, 2019). Even though a two-phased method was employed in the present study, the discussion of the research strategy refers to the main strategy (Saunders *et al.*, 2019). The research strategy of the present study was a survey strategy. In line with the purpose of this study, a survey strategy is related to the chosen deductive theory approach, and is used for descriptive research (Saunders *et al.*, 2019).

The next section details the time horizon for the study.

1.5.5. Time horizon

The time horizon of a study refers to whether a study occurs at a specific time or over a period, i.e. whether the study is cross-sectional or longitudinal (Bell *et al.*, 2021). The time horizon often associated with the survey strategy is cross-sectional (Saunders *et al.*, 2019). A cross-sectional study allows a researcher to make inferences about a population at a specific time (Saunders *et al.*, 2019; Wiid & Diggines, 2021). Therefore, in the present study, data was collected once-off.

1.5.6. Data collection

The data collected in the study comprised secondary and primary data. The data collection phase of the research study is discussed next.

1.5.6.1. Secondary data

Secondary data are previously collected data, gathered for a different purpose than the current research (Babin & Zikmund, 2016; Bell *et al.*, 2015). For the present study, secondary data was gathered mainly from articles and reports accessed through the Stellenbosch University Library, such as the following periodicals: *Wine Economics*

and Policy and the *International Journal of Wine Business Research*. Information regarding the South African wine market was gathered from sources such as SAWIS, Wines of South African (WOSA), and Vinpro. The articles and reports assisted the researcher in gaining contextual background regarding wine consumer behaviour, segmentation, and the South African wine market.

1.5.6.2. Primary research

The primary research addressed the knowledge gap identified from the secondary data collected. The primary research phase of this study comprised two phases, namely a qualitative phase (focus group), followed by a quantitative phase (survey).

a) Focus group

For the qualitative phase of the research, a focus group discussion was held. According to Babin and Zikmund (2016), a focus group is a discussion between a researcher and a small group of between six and 10 individuals. The discussion is unstructured and free-flowing, and is led by a moderator (Babin & Zikmund, 2016; Wiid & Diggines, 2021). Since the present study was a semi-replication of a study originally conducted in Switzerland, the purpose of the focus group was to gain insight into and investigate whether concepts, variables, and items used in the Swiss study's questionnaire were appropriate for use amongst South African respondents. The researcher interviewed six individuals who met the same criteria as the respondents who participated in the quantitative phase (the survey) of the study.

b) Survey

For the quantitative phase of the research study, a survey was conducted. The researcher used an external research company to disseminate a questionnaire to members of a wine consumer panel. A survey is a primary research method, and allows a researcher to collect data from a sample of respondents who represent the views of the target population (Babin & Zikmund, 2016; Burns, Veeck & Bush,

2017). The survey of the current study entailed measuring consumers' involvement, their motives for wine consumption, and their purchase behaviour. The research instrument that was used during the survey was a questionnaire.

1.5.7. Research instruments

Since this study comprised two phases, two research instruments were used, namely a discussion guide and a self-administered questionnaire.

1.5.7.1. Discussion guide

The measuring instrument typically used for a focus group is a discussion guide. The discussion guide contains notes about the purpose of the focus group and the rules, topics, and questions that will be addressed during the focus group session (Babin & Zikmund, 2016; Schiffman & Wisenblit, 2019).

The moderator (in this case the researcher) asked participants questions about items that would potentially be included in the questionnaire. The purpose of the focus group was to investigate whether the items included in the Swiss questionnaire applied to and were well understood by South Africans. If issues were highlighted during the focus group, Brunner and Siegrist's (2011) questionnaire items would be adapted accordingly.

1.5.7.2. Self-administered questionnaire

The research instrument used in the quantitative phase of this study was a self-administered questionnaire. According to Babin and Zikmund (2016), a self-administered questionnaire is a survey in which the respondent is responsible for reading and answering questions, without the help of the interviewer. In the present study, the questionnaire formed part of an Internet survey, whereby the self-administered questionnaire is posted on a website, and participants are provided with a link to the document (Babin & Zikmund, 2016; Burns *et al.*, 2017). In the present study, the questionnaire was administered using the online survey platform Qualtrics.

The adaptation of the questionnaire is discussed in Chapter 4. The final questionnaire consisted of five sections (refer to Appendix D). Section A included screening questions, to ensure that each respondent met the inclusion criteria, i.e. the respondent had to be 18 years or older, a South African citizen, and a purchaser or consumer of the wine product. Section B comprised demographic and behavioural questions, for example, gender, province of residence, and the respondent's frequency of wine consumption and purchasing. Section C focused on the respondent's involvement with the wine product; the respondent was asked questions about their wine knowledge and participation in wine-related events. In Section D, the respondents had to respond to lifestyle-related questions — why they consume wine; that is, their motives for wine consumption. Finally, the respondents had to indicate what they pay attention to when making a wine purchase decision, in Section E, which related to purchase behaviour.

The next section discusses the sampling design.

1.5.8. Sampling design

Sampling refers to the process of a researcher selecting a subset of elements from a population to draw conclusions about the population (Babin & Zikmund, 2016; Wiid & Diggines, 2021). The proposed sampling process for this study is discussed next.

1.5.8.1. Target population

The target population of the study was South African wine consumers aged 18 years or older, as this is the legal drinking age in South Africa. The population consists of South African citizens who are familiar with the wine product. Therefore, in order to be included in the sample of this study, respondents had to have purchased wine for their own consumption or consumed wine within the past three months before participating in the study.

1.5.8.2. Sampling technique

In this two-phased study, two non-probability sampling techniques were applied. Convenience sampling, a type of non-probability sampling, was used in the qualitative phase (focus group). Convenience sampling refers to selecting sample units that are easily accessible (Babin & Zikmund, 2016; Bell *et al.*, 2015). The present researcher selected six individuals who met the inclusion criteria for the focus group.

Purposive sampling, a non-probability sampling technique, was used in the quantitative phase of survey research. Purposive sampling entails the researcher using their own judgment to select sample units that best represent the target population (Babin & Zikmund, 2016; Saunders *et al.*, 2019). For the present study, the researcher selected a research panel that was representative of the target population to complete the survey. The researcher used an external research company, Consumer Solutions, to disseminate the survey to the panel members of the company.

1.5.8.3. Sample size

Generally, a focus group comprises six to 10 participants (Bell *et al.*, 2015). Therefore, for the qualitative phase of this study, a sample of six participants was selected for the focus group. In the quantitative phase, the researcher attempted to gather data from 400 respondents from a research panel to ensure that a meaningful cluster analysis could be conducted.

1.5.9. Data analysis

Cluster analysis was used to segment the South African wine market under study. According to Sreejesh, Mohapatra, and Anusree (2014), a cluster analysis is a set of multivariate techniques that combine a study's observations into clusters or groups. Each group or cluster formed shares specific characteristics, and differs from the other groups formed through the analysis. Cluster analysis allows the researcher to classify respondents according to a set of variables (Sreejesh *et al.*, 2014). Therefore, cluster analysis assisted the present researcher in identifying different South African wine groups (segments) based on three main variables: *Involvement*, *Motive/Lifestyle*, and

Purchase behaviour. Additional behavioural variables were investigated in this study to gain further insight into the South African wine market and profile wine market segments.

The segments were profiled based on involvement levels, motives that drive wine consumption, the wine product purchase criteria that respondents pay attention to when purchasing wine, and additional behavioural aspects, for example, purchase and consumption frequency.

In addition, contrasts were determined using one-way analysis of variance (ANOVA). Four of the secondary objectives of the study focused on comparing the identified wine consumer segments according to different variables, including *Involvement*, *Motive/Lifestyle*, *Purchase behaviour*, and behavioural variables. As part of a one-way ANOVA, an *F*-test with Fisher's post hoc test allowed the researcher to evaluate whether significant differences existed between the mean scores of different variables for each identified South African wine market segment and the remaining segments (clusters) combined.

The next section discusses the research ethics applicable to the study.

1.5.10. Ethical considerations

The current study posed a medium risk to respondents, as alcohol might have been a sensitive topic to some. However, participants were fully informed about the purpose of the research, and had the freedom to withdraw at any time, without any negative consequences. Since respondents may have experienced emotional distress due to unhealthy alcohol consumption behaviour, the contact details of an organisation that offers counselling those who may be depressed or dealing with alcohol abuse were provided in the questionnaire. Further, respondents were assured that they would remain anonymous. The researcher applied for ethical clearance from the Business Management Departmental Ethics Screening Committee of Stellenbosch University.

1.6. CONTRIBUTION OF THE STUDY

This study was aimed at providing an academic and practical contribution that wine marketers can implement.

1.6.1. Academic contribution

As there is limited knowledge regarding South African wine market segments, the current segmentation study contributed to marketing and consumer behaviour fields by providing insight into the behaviour of different South African wine consumer segments. The results of the study provided valuable information on involvement, motive/lifestyle, and purchase behaviour of the South African wine consumers.

This semi-replication study will enable the cross-cultural comparison of results between the Swiss and South African wine markets with regard to involvement levels, wine consumption motives, and the wine product purchase criteria that influence consumers' purchase behaviour.

1.6.2. Practical contribution

The profiles of the identified South African wine market segments will allow wine marketers to develop unique marketing strategies for each segment, based on their involvement with the wine product, their lifestyle or motives for wine consumption, and the product attributes they pay attention to when making a wine purchase decision. Therefore, wine marketers will be able to effectively target different segments based on the results of this study. Information regarding South African wine market segments' different levels of involvement will also inform marketers of each segment's level of wine knowledge and the extent to which they enjoy attending wine-related events (Brunner & Siegrist, 2011).

Different segments may have different motives for consumption based on their lifestyles; for example, some might drink wine for self-expression, while others might consume wine for the intellectual challenge that the wine product brings (Brunner & Siegrist, 2011). In addition, segments may differ based on the importance the

consumers place on certain wine product purchase criteria (product attributes), such as intrinsic aspects, ratings, recommendations, heritage, and the purchase being a bargain, during the purchase decision-making process. Therefore, the profiles of the different segments will allow marketers to better understand South African wine consumers' behaviour, and inform marketers' target marketing.

1.7. ORIENTATION OF THE STUDY

This dissertation comprised six chapters, as outlined next.

Chapter 1: Introduction and background to the study

The first chapter provided an overview of the research problem, together with background to the study, specifically information on wine consumer behaviour in terms of consumers' involvement with wine, their lifestyle motives to consume wine, and their purchase behaviour. The problem statement, research objectives, research design, and the methodology of this study were also briefly discussed.

Chapter 2: An introduction to the wine product

This chapter introduces the reader to the wine product by providing information regarding the composition of the wine product and briefly discussing the global wine industry.

Chapter 3: Wine market segmentation

Wine consumer behaviour and, specifically, wine market segmentation are discussed in Chapter 3. Wine consumers' involvement level, the lifestyle or motives that drive their consumption behaviour, and the different aspects that they value when making a purchase decision are reviewed. The segmentation variables of the study, namely *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* are discussed in detail.

Chapter 4: Research design and methodology

The research process of the study is explained in this chapter. The problem statement, objectives, and research design are also clarified. This is followed by an explication of the methodology, including data collection and data analysis.

Chapter 5: Results and discussion

In the fifth chapter, the results obtained from the data collection are presented in the form of descriptive and inferential statistics. Based on the results, a number of different segments of the South African wine market are identified and profiled.

Chapter 6: Conclusions and managerial recommendations

The final chapter comprises of the conclusions reached regarding the research objectives. The researcher also discusses the behavioural differences among the identified wine market segments. Furthermore, recommendations are made as to how the results of the study can benefit wine marketers through effective targeting of segments of wine consumers.

1.8. CONCLUSION

The South African wine industry is in need of an increase in domestic sales. This study sought to understand the South African wine consumers better through market segmentation. Wine market segments can differ regarding their wine consumption motives, involvement with the wine product, and wine purchase behaviour. If wine industry role players understand the unique needs of different wine market segments, effective strategies can be created to increase domestic sales. The next chapter provides an introduction to the product that the consumer behaviour investigated in this study was based on, namely the wine product.

CHAPTER 2

AN INTRODUCTION TO THE WINE PRODUCT

2.1. INTRODUCTION

– “Wine is the most wondrous, complex, mysterious and magical of all man’s agricultural creations. At the same, it is one of the simplest and most natural.” –

Marc Millon

Marc Millon’s (2013) words can be viewed as an accurate description of the wine product. On the one hand, wine can be perceived as a simple product; on the other, it is a complex product that encompasses many constituents that contribute to the product’s outcome, ranging from the grape variety to the wine production process (Clarke, 2017; Grainger & Tattersall, 2016; Puckette & Hammack, 2015). In this chapter, the composition of the wine product is discussed, to introduce the reader to the complex wine product.

The purpose of this study was to explore the involvement, motive/lifestyle, and purchase behaviour of South African wine consumers. The ultimate aim was to segment the South African wine market according to these aspects. This chapter serves as a broad introduction to the product that was the focus of research study. Chapter 3 reviews the literature directly related to the purpose of the research study, that is, wine market segmentation and wine consumer behaviour.

Although this study was based in a South African context, background of the global wine industry is provided in this chapter, to emphasise how the global industry has evolved and the role that South Africa plays within the global wine industry.

Chapter 2 comprises two parts: a discussion of the composition of the wine product, followed by a review of the global wine industry.

2.2. THE COMPOSITION OF THE WINE PRODUCT

In simple terms, wine can be described as an alcoholic drink in the form of fermented grape juice (Buglass, 2011). Wine is created through the process of fermentation, whereby yeast converts the sugar of wine grapes into alcohol (Clarke, 2017). The wine product is a complex product that has many attributes. Wine product attributes relate to the different characteristics of the wine product, which are grouped into two broad categories: intrinsic and extrinsic attributes (Ellis & Caruana, 2018; Liu, McCarthy, Chen, Guo & Song, 2014).

Intrinsic attributes refer to the physical properties of a wine product, such as the flavour, smell, and colour of the wine, and can only be evaluated by consumers after consumption (Bruwer & Buller, 2012; Di Vita, Caracciolo, Brun & D'Amico, 2019; Ellis & Caruana, 2018; Lockshin & Corsi, 2012). In contrast, extrinsic attributes are external product characteristics that are unrelated to the physical content of the product, for example, brand and price (Bruwer & Buller, 2012; Ellis & Caruana, 2018; Liu *et al.*, 2014; Lockshin & Corsi, 2012). In other words, extrinsic attributes can be changed without altering the composition of the product (MacDonald, Saliba & Bruwer, 2013).

In brief, the intrinsic attributes determine the true quality of the wine, whereas extrinsic attributes infer the quality of the wine (Bruwer & Buller, 2012; Spielmann, 2015). The composition of different attributes of the wine product are discussed next, namely the wine grape, the *terroir*, the vintage, and the vinification. In addition, wine packaging as an extrinsic attribute will also be discussed briefly.

2.2.1. The wine grape

The wine product starts its journey with a basic wine grape, which contains pips and pulp, and is protected by a layer of skin (Buglass, 2011; Feely, 2015; Tattersall & DeSalle, 2015). The pips contain tannins and bitter oils that contribute to the acidity of the wine. The pulp of the wine grape mainly comprises water, sugars, acids, and minerals (Grainger & Tattersall, 2016). The protective layer of skin of the wine grape carries colourants and tannins, along with aromatic and flavour compounds that

contribute to the outcome of the wine product (Feely, 2015; Grainger & Tattersall, 2016).

The wine grape is classified as a product of the *Vitis vinifera* grapevine (Castriota, 2020; Clarke, 2017). The *Vitis vinifera* grapevine produces approximately 10 000 grape varieties, of which roughly 500 varieties are used for wine production (Grainger & Tattersall, 2016; Millon, 2013). The grape variety is the type of grape used for wine production. Each variety differs in appearance, character, and flavour (Grainger & Tattersall, 2016; Millon, 2013; Robinson & Harding, 2015).

The wine product can be referred to as a 'varietal' wine, where one grape variety is used to produce the wine, or it can be classified as a 'blend', which comprises a mixture of two or more grape varieties (Grainger & Tattersall, 2016; Puckette & Hammack, 2015). According to South African legislation, a varietal wine produced with a single grape variety must contain 85% of the specific variety (WOSA, 2021a). The grape variety influences the outcome of the type of wine produced, such as white, red, rosé, sparkling wine, dessert wine, or fortified wine (Millon, 2013).

Thousands of wine grape varieties exist; Table 2.1 summarises the 10 largest distributed wine grape varieties worldwide, as identified by the International Organisation of Vine and Wine (OIV) (2017). The table includes a description of each grape variety's wine, to illustrate how distinct grape varieties impact the outcomes of the wine product. Further, the table reveals the grape variety's country of origin and how many hectares of land were under vineyards worldwide in 2017.

Table 2.1: The top grape varieties in the world (2017)

Grape variety	Global vineyard area	Country of origin	Wine description
Cabernet Sauvignon	341 000 hectares	France	Cabernet Sauvignon is a full-bodied red wine high in tannin, low in acid, and deep in colour. The wine also has a relatively high volume of alcohol. Wine aromas derived from the grape variety include tobacco, blackcurrant, and bell pepper. The grape variety is also used for blended wine.
Merlot	266 000 hectares	France	Merlot red wines are typically low in tannin, medium in acid, and deep in colour. Further, the wine is medium-bodied and has a moderately high level of alcohol. Merlot wine aromas include plum, blackberry, and pencil shavings.
Tempranillo	231 000 hectares	Spain	Tempranillo is a full-bodied, deep-coloured red wine that is low in acid and high in alcohol. The wine carries aromas of cherry, dried figs, and tobacco.
Airén	218 000 hectares	Spain	A light-bodied white wine that is low in acidity and lightly fragranced with apple and citrus aromas. Typically, the wine does not have a strong character, and the grape variety is sometimes blended with red wine to make light-bodied red wine. However, it is mainly used for brandy production in Spain.
Chardonnay	210 000 hectares	France	Chardonnay wines are mostly full-bodied and moderately high in alcohol, with a medium level of acidity. Wine with Chardonnay as a component can be one of two styles: dry white wine or sparkling wine. Aromas of Chardonnay wines include apple, peach, and vanilla.

Grape variety	Global vineyard area	Country of origin	Wine description
Syrah	190 000 hectares	France	Syrah wine is also known as 'Shiraz'. The spicy wine is full-bodied, with a deep red colour, and is high in tannin. Syrah wine also has a moderately high level of alcohol and acidity. The aromas of the wine include violets, dark berries, and chocolate.
Grenache Noir	163 000 hectares	Spain	This red wine, also called 'Garnacha Tinta', is usually high in alcohol and acidity. It has a medium level of tannin and a deep colour. Grenache Noir is also often blended with other grape varieties in a wine. The aromas of the wine include tobacco, blackcurrant, and dried strawberry.
Sauvignon Blanc	123 000 hectares	France	Sauvignon Blanc is a dry, light-bodied white wine that is high in acidity, with a medium volume of alcohol. Aromas of the wine include gooseberry, passion fruit, and grapefruit.
Pinot Noir	112 000 hectares	France	Pinot Noir can also be described as a light-bodied red wine. It is a light- to medium-coloured red wine low in tannin and relatively high in acid. The aromas of Pinot Noir include strawberry, cherry and raspberry. Pinot Noir is also used as a component of sparkling wine.
Trebbiano Toscano	111 000 hectares	Spain	This white wine is also known as 'Ugni Blanc'. The wine is typically high in acidity and low in alcohol. The aromas of the wine include peach, melon, and citrus.

Sources: Adapted from Buglass (2011), Clarke (2017), Clarke and Rand (2015), Feely (2015), Jackson (2014), OIV (2017), and Puckette and Hammack (2015)

The South African wine industry is characterised by a wide range of wine grape varieties planted in the country. The grape varieties include both white and red wine grapes. The white grape varieties grown in South Africa covered 51 000 hectares in 2020, whereas red grape varieties covered 41 000 hectares (SAWIS, 2020). The white grape varieties, ranked from most widely to most thinly distributed in South Africa, are: Chenin Blanc, Colombar, Sauvignon Blanc, Chardonnay, Muscat d’Alexandrie, Semillon, Muscat Blanc, and Viognier (SAWIS, 2020).

The red grape varieties planted in South Africa, listed from most to least distributed, are Cabernet Sauvignon, Shiraz, Pinotage, Merlot, Ruby Cabernet, Cinsaut, Pinot Noir, and Cabernet Franc (SAWIS, 2020). In 2020, the most widely distributed white cultivar, Chenin Blanc, made up under 19% of the wine land in South Africa. Cabernet Sauvignon, the most commonly distributed red cultivar, comprised less than 11% of the total South African wine area (SAWIS, 2020). These SAWIS (2020) statistics indicate that South Africa has a wide range of grape varieties available for wine production.

According to Brunner and Siegrist (2011), consumers might pay attention to grape variety when making a wine purchase decision. The influence of grape variety on purchase behaviour is discussed in detail in Chapter 3. While the grape variety affects the outcome of the wine, it is not the only factor that influences wine quality (Buglass, 2011). The effect of terroir on the outcome of wine is discussed next.

2.2.2. Terroir

Terroir (from the French for ‘land’) refers to the location of the vineyard in its entirety; that is, the soil, topography, weather, and climate specific to an environment (Grainger & Tattersall, 2016). Different grape varieties can grow in different climates, from cool to warm areas. Grape varieties have varying reactions to different climates and soils (Clarke, 2017; Grainger & Tattersall, 2016). For example, white grape varieties flourish in cooler climates, while red grape varieties favour warm climates (Castriota, 2020). As wine grapes are grown in different terroirs and regions, the outcome of the wine also differs amongst terroirs (Tattersall & DeSalle, 2015).

Grapevines require an optimal level of sunshine, warmth, and rainfall to grow. Additionally, a cold winter is needed for the vines to recover after the harvest. Changes in climate will ultimately lead to changes in the quality and style of the wine (Anderson & Nelgen, 2020). Climatic challenges such as frost, hail, strong winds, excessive heat, and drought can adversely impact the outcome of the wine product (Grainger & Tattersall, 2016; Tattersall & DeSalle, 2015). Consequently, if a grapevine is not exposed to optimal weather, it can negatively affect the quality of the wine grapes harvested and, ultimately, the wine produced (Clarke, 2017; Grainger & Tattersall, 2016).

To conclude, the 'terroir' reflects the characteristics of the specific environment where wine grapes are grown, and also influences the outcome of wine (Buglass, 2011; Grainger & Tattersall, 2016; Tattersall & DeSalle, 2015). However, in the context of wine, many aspects influence the outcome of the product, which in turn can have an influence on consumer behaviour (Tattersall & DeSalle, 2015). The effect of vintage on wine quality is discussed next.

2.2.3. Vintage

Vintage refers to the year the grapes used for wine production were harvested (Millon, 2013). As mentioned, the outcome of wine quality, quantity, and style can fluctuate depending on the vintage, as the weather of a specific year can affect the quality of the wine grapes grown (Buglass, 2011; Grainger & Tattersall, 2016; Millon, 2013). Wine grape ripening varies yearly, due to varying heat, water, and sunshine, and vintages can differ to a large or a small degree (Buglass, 2011; Millon, 2013). The varying flavours, quality, and styles of wine of different vintages showcase the complexity of wine (Grainger & Tattersall, 2016). In contrast, other categories of drinks, such as soft drinks, are consistent, as each batch is produced according to the same standards (Grainger & Tattersall, 2016).

If the vintage appears on a South African wine packaging, it is indicative that the wine contains a minimum of 85% wine produced from grapes harvested in the specific year (SAWIS, 2019b). Brunner and Siegrist (2011) suggest that consumers might consider

the vintage year of the wine product when purchasing wine. The influence of vintage on a consumer's wine purchase decision is discussed in more detail Chapter 3.

Besides the terroir and vintage of harvested grapes, the vinification technique used and the winemaker's talent also influence the quality of the wine (Buglass, 2011). Vinification is discussed next.

2.2.4. Vinification

The term *vinification* refers to the conversion of wine grapes into wine (Grainger & Tattersall, 2016). The process officially starts when the wine grapes, or grape juice, reach the winery where wine is produced (Jackson, 2014). Fermentation commences when the yeast cells in the grapes convert grape sugars into alcohol and carbon dioxide (Buglass, 2011; Clarke, 2017). Depending on the grape variety used in the production process, several types of wine can be produced, such as red wine, white wine, rosé wine, sparkling wine, dessert wine, or fortified wine (Millon, 2013). The vinification process for each type of wine differs (Clarke, 2017; Grainger & Tattersall, 2016).

For example, in red wine production, the skins and pips of red wine grapes are included in the fermentation process (Buglass, 2011; Puckette & Hammack, 2015). By contrast, the skins and seeds of white grapes are removed before the fermentation process of white wine commences (Grainger & Tattersall, 2016; Puckette & Hammack, 2015). In rosé wine vinification, the same vinification process as red wine is followed up until a limited fermentation with red grape skins. Thereafter, the same vinification process used for white wines is followed (Clarke, 2017).

An aspect that sets sparkling wine vinification apart from those of other types of wine is that the wine traditionally undergoes two processes of fermentation, while fermentation occurs only once in red, white, and rosé wine vinification (Millon, 2013). Another aspect that sets sparkling wine apart from other types of wines is its presence of bubbles, which are the product of dissolved carbon dioxide in the wine (Buglass, 2011; Clarke, 2017; Grainger & Tattersall, 2016).

There are different production methods to produce the bubbles in sparkling wine. The least expensive alternative method for sparkling wine vinification is carbonation, whereby carbon dioxide is infused into the wine (Jackson, 2014; WOSA, 2021f). Another low-cost method is the 'tank method, where the second fermentation of the wine takes place in a tank (Buglass, 2011; Clarke, 2017). High-quality sparkling wines are mostly produced using the traditional method, for example France's sparkling wine titled 'Champagne' (Buglass, 2011; Clarke, 2017; Grainger & Tattersall, 2016). South Africa's rendition of the traditional method of making sparkling wine is termed 'Cap Classique', and the method is classified as 'Méthode Cap Classique' (MCC) (Buglass, 2011).

From the above, it is clear that differences in types of wine can be attributed to the flavours they carry and the vinification techniques applied (Buglass, 2011). Ultimately, the outcome of the wine product is subject to the grape variety, the terroir, and the vinification technique used to produce the wine, which are all intrinsic attributes of the wine product (Buglass, 2011; Bruwer & Buller, 2012). Each vinification process ends with the wine being bottled or packaged. Therefore, wine packaging, an extrinsic product attribute, also forms part of the wine product. There are many other extrinsic attributes that are constituents of the wine product, discussed in detail in Chapter 4, and the next section provides only a brief introduction to wine packaging.

2.2.5. Wine packaging

Generally, wine is packaged in a standard glass bottle that holds 750 millilitres, sealed with a cork, plastic stopper, or metal screwcap (Buglass, 2011; Feely, 2015; Grainger & Tattersall, 2016; Puckette & Hammack, 2015). However, alternative packaging, such as plastic bottles and boxed packaging, is also used (Buglass, 2011). Boxed packaging includes wine packaging such as 'bag-in-box' or a TetraPak. Bag-in-box packaging refers to wine packaged in an inner foil bag protected by an outer cardboard box. TetraPak packaging is a cardboard container glued to an inside aluminium layer with a plastic cap (Buglass, 2011).

SAWIS (2021) reported that boxed wine sales in South Africa surpassed the sales of glass-bottled wine in 2020. The domestic boxed wine sales, which include 'bag-in-box'

and TetraPak packaging, amounted to 134 861 613 litres, whereas glass bottle sales amounted to 121 505 519 litres in 2020 (SAWIS, 2021). It therefore seems that the demand for boxed wine is strong and increasing in South Africa. According to Duff and Young (2021), boxed wine sales have increased to such an extent that even well-established South African wineries have started packaging their premium wines in the 'bag-in-box' form; for example, Pierre Jourdan, Diemersdal, Kleine Zalze, Beyerskloof, and Fairview (Business Insider SA, 2021; Duff & Young, 2021).

A possible reason for the increased demand for boxed wine is the increase in at-home wine consumption during 2020, as the sales of alcohol at restaurants was banned due to the global COVID-19 pandemic (Business Insider, 2021; Distell, 2021). The consequences of the ban included job losses and economic challenges. Therefore, many consumers became more price-sensitive and purchased cheaper wine alternatives than in the past, such as boxed wine instead of glass bottles (Business Insider SA, 2021). Lastly, consumers could also have been prone to purchase boxed wine due to the convenience and value of the product (Business Insider SA, 2021).

The novelty of canned wine was introduced to the South African market in 2020. The domestic market purchased approximately 346 900 litres of still canned wine in 2020 (SAWIS, 2020). This statistic indicates that the South African wine market is receptive to canned wine. Traditionally, glass bottles were linked to premium wine; however, Millennials, the generation born between 1977 and 1994, associate sustainability and convenience with 'premium' (Distell, 2020; Kotler & Keller, 2016). Consequently, the wine industry answered the call of Millennials who prefer convenient wine packaging (Duff & Young, 2021). Millennials prefer sustainable packaging and appreciate the economic value of purchasing single servings instead of a whole bottle of wine (Business Insider SA, 2021; Duff & Young, 2021).

Besides the container and bottle closure, wine packaging typically contains a label. The label of the wine product conveys basic information about the wine (Clarke, 2017). The label is discussed detail in Chapter 3 in terms of consumer behaviour, as the label may play a role in a consumer's wine purchase decision.

To gain additional insights on wine packaging, the current study investigated whether South African wine consumers prefer glass-bottled, boxed, and canned wine. The

study, therefore, also sought to provide insight and contribute to knowledge regarding the reasons behind South African wine consumers' wine packaging preferences.

To conclude, in the preceding section, the wine product was reviewed to highlight its complexity. It is, however, important to gain not only an understanding of the wine product, but also how this product contributes to the global economy. The following section discusses the global wine industry, which comprises Old World and New World wine countries. Light will also be shed on South Africa as a role player in the global industry.

2.3. THE GLOBAL WINE INDUSTRY

Wine is a popular alcoholic beverage globally (Conway, 2021a). In 2020, worldwide, approximately 260 million hectolitres of wine were produced, and nearly 234 million hectolitres of wine were consumed. One hectolitre is equivalent to 100 litres (Boulton, 2013; Conway, 2021a; OIV, 2021). There is no certainty about the time and place that wine was first produced. It is speculated that the discovery of wine could have occurred accidentally through the natural fermentation of abandoned grapes (Castriota, 2020). However, evidence found in the Middle East suggests that the first wine production occurred around 10 000 to 5 000 BC (Castriota, 2020; Charters, 2006; Clarke, 2015). Viticulture then expanded from the Middle East to other countries such as Egypt and Greece (Castriota, 2020; Li, Wang, Li, Goodman, Van der Lee, Xu, Fortunato & Yang, 2018).

Around 800 BC, during the period of Greek colonisation, Greece became a wine-producing country. The Greeks gained their wine-producing skills and knowledge from the Nile Delta region, where the Nile River of Egypt meets the Mediterranean Sea (Li *et al.*, 2018). In 600 BC, the first trade of wine occurred, with Greeks importing their wine-making technology and produced wines into what is known as France today (Li *et al.*, 2018). Inspired by the Greeks, viticulture also became a practice of the Romans, and by around 200 BC, wine consumption was common in Rome (Charters, 2006; Clarke, 2015; Tattersall & DeSalle, 2015). The impact of the expansion of the Roman Empire caused wine production to spread across northern Europe, to countries like Spain and Germany (Castriota, 2020; Li *et al.*, 2018).

Much later, in the 17th to 19th century, British and Spanish colonisation resulted in new countries being introduced to wine production, such as the Americas, Australia, New Zealand, and South Africa (Li *et al.*, 2018). The first South African wine was produced due to Jan van Riebeeck, the first Commander of the Cape Colony in South Africa, deeming the Cape suitable for wine production. Between 1655 and 1656, Van Riebeeck ordered and planted cuttings of the *Vitis vinifera* vine from France, Rhineland, Spain, and Germany (Estreicher, 2014; Millon, 2013; WOSA, 2021b). The first South African wine was made in 1659 (Clarke, 2017; Estreicher, 2014; Stevenson, 2005; WOSA, 2021b). Today, South Africa is the seventh-largest wine producer in the world. In 2020, approximately 10.4 million hectolitres of wine were produced by South African wine producers (Estreicher, 2014; OIV, 2021).

Today, wine-making countries are classified into two main categories: Old World and New World wine countries (Banks & Overton, 2010; Li *et al.*, 2018). These countries differ in terms of production, distribution, terroir, grape varieties, and winemakers, and is discussed next (Aleixandre, Aleixandre-Tudó, Bolaños-Pizarro & Aleixandre-Benavent, 2016; Castriota, 2020).

2.3.1. Old World wine countries

Old World wine countries produce wine according to traditional techniques, due to these being the countries where wine production originated (Aleixandre *et al.*, 2016; Banks & Overton, 2010; Castriota, 2020; Li *et al.*, 2018; Puckette, 2020). Geographically, the Old World countries are situated among the European and Mediterranean regions, and include Greece, France, Spain, Italy, Germany, Portugal, Hungary, and Austria (Flint, Signori & Golcic, 2016; Giacomarra, Galati, Crescimano & Vrontis, 2020; Li *et al.*, 2018). The traditional Old World wine countries have a well-established reputation for their wine production, and production in these countries is typically on a large scale (Flint *et al.*, 2016; Pelegrín-Borondo, Ortiz & Meraz-Ruiz, 2020).

Old World wine countries are intensely focused on terroir, more so than New World wine countries (Anderson & Pinilla, 2018; Banks & Overton, 2010). As mentioned, terroir refers to factors related to the region where the wine grapes are grown, such

as the soil, weather, and climate (Grainger & Tattersall, 2016; KWV Emporium, 2021). The history and culture behind the unique winemaking techniques and traditions of a specific region are also dimensions of terroir (Banks & Overton, 2010). These region-related factors ultimately impact the taste and quality of the wine produced from the grapes (KWV Emporium, 2021). Typically, an Old-World wine is mineral, natural, authentic, and less fruity in flavour than New World wine (Castriota, 2020; Puckette, 2020). The wines tend to be light-bodied with a relatively low alcohol level, whereas the acidity of the wine is high (Puckette, 2020). Consumers tend to consider wine with these characteristics from the Old World as high-quality wines (Balogh, 2019).

Wine countries in the Old World are seemingly opposed to changes in methods of wine production. A reason for this lack of innovation could be the wine regulations that control winemaking practices implemented by the European Union (EU) (Castriota, 2020; Giacomorra *et al.*, 2020). For instance, the EU fixes the maximum surface area on which vineyards may be planted in each member state. Further, the EU controls winemaking practices, such as the type of vines that may be used and what the physical and sensory characteristics of the wine should be, such as the colour and taste. More examples of EU wine production regulations include the specification of wine production terroirs and the restriction of bottling wine in a region geographically different from where the wine is produced (Corsinovi & Gaeta, 2019).

The EU also imposes barriers to entry, making it difficult for new wine producers to enter the market. Therefore, Old World wine countries cannot easily adapt to market trends and demands, as they must comply with government regulations (Banks & Overton, 2010; Castriota, 2020). Although Old World countries are against modern winemaking practices, three Old World countries, namely Italy, France, and Spain, remain the leading wine countries in the global wine industry. In 2020, these three countries represented more than half of the world's total vineyard area and global wine production, with Italy contributing 49.1 million hectolitres, France 46.6 million hectolitres, and Spain contributing 40.7 hectolitres to the global wine industry. The collective exports of these three countries made up 52% of the world's wine market exports in 2020, a total of 54.6 million hectolitres (Anderson & Nelgen, 2020; Conway, 2020; OIV, 2021).

To conclude, it is evident that Old World countries play a dominating role in the global wine industry, and are strongly focused on tradition and terroir. Conversely, New World wine production is led by innovation and science (Banks & Overton, 2010; Flint *et al.*, 2016).

2.3.2. New World wine countries

New World wine-producing countries are situated outside of Europe, for example, Argentina, Australia, New Zealand, Chile, the Russian Federation, the United States of America, and South Africa (Aleixandre *et al.*, 2016; Castriota, 2020; Li *et al.*, 2018). The establishment of wine production in New World countries can largely be attributed to winemaking skills and knowledge that entered these countries through colonisation by Europeans (Pelegrín-Borondo *et al.*, 2020). Although New World countries borrowed the winemaking traditions from Old World countries as guidance for wine production, they soon created their own, new wine-production techniques (Puckette, 2020). New World wine-producing countries have been developing new and innovative wine-production technologies, whereas Old-World European countries are primarily focused on 'terroir' and are limited by EU regulations (Anderson & Pinilla, 2018; Banks & Overton, 2010; Castriota, 2020).

New World wines generally have a fuller body than Old World wines, are distinctively fruity, and carry a strong aroma (Castriota, 2020; Puckette, 2020). New World wines generally also have a high alcohol level and a low level of acidity (Puckette, 2020). Further, New World wine countries have advantages over Old World countries, such as fewer legal constraints, lower production expenses, more lenient financial and social regulations, and unrestrained marketing methods. Although the structure of New World wine countries is much more contemporary than the Old World, it can be argued that New World countries do not possess the elite global image that traditional Old World wine countries have (Mora, 2016). This is considered the reason why the Old World still holds a greater market share in global wine sales and exports than the New World (Giacomarra *et al.*, 2020).

This domination by the Old World has increased competition between Old World and New World wine countries as New World wine countries aim to gain market share in

the global wine industry (Giacomarra *et al.*, 2020). Wine exports from New World countries only began in the late 1980s, and started proliferating in the 1990s (Anderson & Pinilla, 2018). Although Old World countries (e.g., Italy, Spain, and France) remain the global leaders in the wine trade, New World countries are bringing change to Europe's dominance in the global wine market, as New World wine exports are increasing (Balogh, 2019; Conway, 2021a). In 2020, six of the top ten wine-exporting countries were New World countries: Chile, Australia, Argentina, the United States of America, South Africa, and New Zealand (OIV, 2021).

Wine production in New World countries is also increasing significantly, and certain New World countries are ranked among the top ten wine-producing countries worldwide (Castriota, 2020; Conway, 2020). As of 2020, these leading New World producers included the United States of America (fourth), Argentina (fifth), Australia (sixth), South Africa (seventh), Chile (eighth), and China (tenth) (OIV, 2021). Therefore, it is evident that there are more New World countries than Old World countries present in the top ten countries in global wine production. New World countries are therefore play an increasingly prominent role in the global wine industry. Both Old World and New World countries play critical roles in the global wine industry, and both are impacted by globalisation, which is discussed next.

2.3.3. Globalisation of the wine industry

There are several other indicators that reveal that the wine industry has become globalised (Anderson & Pinilla, 2018). Results of wine globalisation include new wine consumers, new wine producers, and new wine regions worldwide (Aleixandre *et al.*, 2016; Anderson & Nelgen, 2020; Overton, Murray & Banks, 2012). An important factor in this regard is that grape varieties have become internationalised, which is the result of vine cuttings being transported over countries (Anderson & Nelgen, 2020; Anderson & Pinilla, 2018; Clarke, 2017). Although each grape variety originated from one region, many varieties have been spread across different areas of the world, increasing the globalisation of the world of wine.

The new areas typically have a similar terroir to the area from which the variety originated (Flint *et al.*, 2016). For example, the Syrah grape variety that hails from the

Rhône Valley, France, is now cultivated in Australia under the name 'Shiraz' (Clarke, 2017). Wine producers and consumers therefore now have the opportunity to explore a larger range of wine grape varieties.

As mentioned, Old World and New World wine countries make distinct contributions to the global wine industry. Giacomarra *et al.* (2020) argue that the competition between Old World and New World wine countries has been increasing as New World wine markets expand internationally. Anderson and Nelgen (2020) maintain that the globalisation of the world of wine has increased markedly since the early 2000s. In the 19th century, wine consumption mainly took place in Old World countries in Europe and the Eastern Mediterranean, where wine was traditionally produced. Today, wine consumption and production have stretched far beyond Old World countries, which is also an indicator of the globalisation of wine (Anderson & Pinilla, 2018; Giacomarra *et al.*, 2020). For example, the USA, a New World wine country, was the largest wine-consumer in 2020, with 33 million hectolitres (Conway, 2021b; OIV, 2021).

In addition, wine consumers do not consume only locally produced wine, but also wines from around the world, which is also an indication that the wine industry has become globalised (Overton *et al.*, 2012; Mora, 2016). Wine is also exported to several countries, giving more countries and consumers access to the wine product (Overton *et al.*, 2012; Anderson & Pinilla, 2018). It can, therefore, safely be said that wine has become a globalised commodity. Consequently, many wine producers have to think in global, not only local, terms to meet the needs of consumers who are spread all over the world (Mora, 2016; Overton *et al.*, 2012).

Although the globalisation of the wine industry has evolved wine into a global product, it is also a culture-specific product. Literature suggests that wine consumer behaviour typically differs cross-culturally, due to differences in culture, tradition, and history regarding the wine product across countries (Mouret, Monaco, Urdapilleta & Parr, 2013). It has also been argued that wine consumers ultimately shape and develop the wine industry through their demands, consumption preferences, and lifestyles (Banks & Overton, 2010; Outreville & Hanni, 2013). It is, therefore, essential that wine businesses and marketers comprehend local and international wine consumers' needs and preferences, in order to be able to meet consumers' demands.

This study was culture-specific, since it related to the South African wine market. The South African wine market strongly contributes to the global wine market, as it is one of the top 20 wine-consuming countries worldwide. To illustrate, the 3.1 million hectolitres of wine consumed by the South African wine market marked South Africa as the 17th largest wine consumer in 2020 (Conway, 2021b; OIV, 2021). However, as previously mentioned, South Africa is the seventh largest wine producer worldwide (OIV, 2021). Therefore, South Africa produces more wine than it consumes. Moreover, as stated in Chapter 1, there is a need to increase the domestic South African wine sales due to a decrease in sales (SAWIS, 2020; Vinpro, 2020a). The purpose of the current study was therefore to segment the South African wine market according to involvement with the wine product, lifestyle or motives for consumption, and what consumers pay attention to when purchasing wine.

The results of the current study could assist wine businesses and marketers to better understand the needs and preferences of the different South African wine market segments. Consequently, the businesses and marketers could tailor marketing efforts according to the likes of South African wine market segments to increase wine sales.

2.4. CONCLUSION

Chapter 2 introduced to the wine product and the global wine industry. The literature review provided the theoretical basis and context of the purpose of this study, which was to explore involvement, motive/lifestyle, and purchase behaviour of South African wine consumers. It can be concluded from this chapter that many countries contribute to the world wine market. It is also evident that South Africa, a New World wine country, plays an integral part in the global wine industry through wine exports, production, and consumption (OIV, 2021).

Moreover, the review of the composition of the wine product in Chapter 2 highlighted the complexity of the wine product, providing insight into the basic characteristics of the wine product. It has been argued that the complexity of the wine product and its attributes can influence wine consumers' behaviour (Anchor & Lacinová, 2015). Therefore, wine businesses and marketers often have difficulty understanding which

factors have the greatest influence the behaviour of wine consumers (Dobele *et al.*, 2018).

Wine market segmentation could help wine businesses and marketers to better understand consumer behaviour. Therefore, in the next chapter, the literature on wine market segmentation is reviewed.

CHAPTER 3

WINE MARKET SEGMENTATION

3.1. INTRODUCTION

– “Don’t find customers for your product. Find products for your customers.” –
Seth Godin

Market segmentation is a marketing strategy that can enable wine businesses and marketers to meet diverse consumers’ needs (Charters & Gallo, 2014). This study was aimed at segmenting the South African wine market according to their involvement, motive/lifestyle, and purchase behaviour of its consumers. This chapter provides background to wine market segmentation and the segmentation variables employed in this study.

Wine consumers have various motives for consuming wine, ranging from drinking wine for self-expression to enjoying the intellectual challenge of trying different wine products (Brunner & Siegrist, 2011). The different motives for wine consumption also contribute to the complexity of wine consumers’ behaviour. Furthermore, consumers have a wide range of options to select from, such as wines with different grape varieties, wine types, vintages, price ranges, regions of origin, labels, and brands (Anchor & Lacinová, 2015; Charters & Gallo, 2014; Canziani, Hwang & Byrd, 2016; Robertson, Ferreira & Botha, 2018). Consumers may base their wine purchase decisions on different wine product purchase criteria. Additionally, wine product involvement can play a role in consumers’ motives for wine consumption and the wine product purchase criteria they consider important when buying wine (Lockshin & Corsi, 2012).

This chapter discusses involvement, motives for wine consumption, and wine product purchase criteria, and explore how these factors affect wine consumer behaviour. The chapter is divided into four sections. The first section provides an overview of market segmentation. The three sections that follow will review the segmentation variables used in this study, namely *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*.

3.2. AN OVERVIEW OF MARKET SEGMENTATION

Smith (1956) noted that consumers within a single market have diverse demands. The concept of market segmentation was introduced by Smith (1956) as an 'alternative marketing strategy' at the time. However, market segmentation is a primary approach to understanding consumer behaviour today. In this regard, market segmentation provides businesses and marketers with insight into how consumers differ in terms of their needs, desires, and preferences (Bruwer & Li, 2017; Makgosa & Sangodoyin, 2018).

Market segmentation is a constituent of a three-step marketing model, comprising segmentation, targeting, and positioning (STP) (Kotler & Armstrong, 2018). The term *market segmentation* can be broadly defined as the division of a heterogeneous market into relatively homogenous groups, based on the characteristics, needs, and wants that individuals share (Babin & Harris, 2018; Brunner & Siegrist, 2011; Bruwer & Li, 2017; Liu *et al.*, 2014; Schiffman & Wisenblit, 2019). Therefore, each market segment differs from another in terms of its characteristics (Schiffman & Wisenblit, 2019). Once different segments have been identified and profiled, targeting occurs (Liu *et al.*, 2014; Schiffman & Wisenblit, 2019).

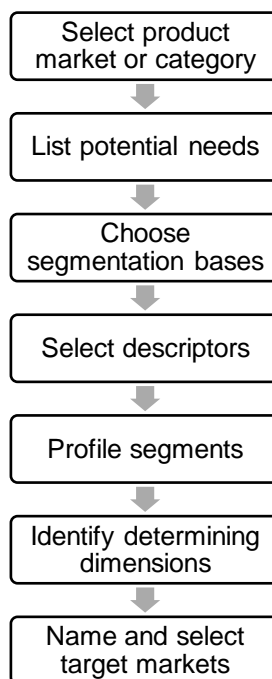
Targeting, the second step of STP Model, involves evaluating the segments identified through segmentation and selecting the segment(s) that a company wishes to gain as customers through specialised marketing strategies based on the segment's unique needs (Liu *et al.*, 2014; Kotler & Armstrong, 2018; Schiffman & Wisenblit, 2019). If wine a marketer, for example, identifies and effectively targets the market segment(s) that they perceive would purchase and repurchase their specific product or brand, the marketer can gain a competitive advantage in a highly competitive wine market (Ellis & Caruana, 2018; Wolf *et al.*, 2018).

Positioning is the third and last step of the STP Model (Kotler & Armstrong, 2018). Positioning is a process whereby a company seeks to establish a clear image regarding their products, brands, or services in consumers' minds to distinguish it from its competitors (Liu *et al.*, 2014; Kotler & Armstrong, 2018; Schiffman & Wisenblit, 2019). Positioning is achieved through a company differentiating its market offering from those of other companies, in order to create customer value (Kotler & Armstrong, 2018; Wolf *et al.*, 2018). Therefore, product positioning affects a consumer's

perception of a product or a company (Babin & Harris, 2018). Successful product positioning is performed when it is focused on consumers' purchase motives and the product attributes that consumers deem most important when making a purchase decision (Wolf *et al.*, 2018).

The purpose of the present study was to segment the South African wine market; therefore, the study focused solely on the segmentation constituent of the three-step STP Model. Figure 3.1 shows seven steps generally followed in market segmentation (Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliott & Klopper, 2012).

Figure 3.1: The steps of market segmentation



Source: Lamb *et al.* (2012)

First, a market (or product category) must be selected. For this segmentation study, the South African wine market was chosen. Second, the possible needs of the market should be identified (Lamb *et al.*, 2012). The results of the potential needs of the consumers who participated in this study are presented in Chapter 5.

Third, a segmentation basis, that is, a set or category of variables, needs to be identified to profile different relatively homogenous groups (segments) of consumers. For example, demographic, behavioural, or psychographic bases can be used as segmentation bases (Bruwer & Li, 2017; Johnson & Bastian, 2015; Lamb *et al.*, 2012). A combination of different segmentation bases is ideal in market segmentation, as it enables an in-depth understanding of different market segments based on extensive and authentic data on consumers, instead of focusing only on socio-demographic characteristics (Bruwer & Li, 2017; Hlédik & Harsányi, 2019; Kelley, Hyde & Bruwer, 2015; Di Vita *et al.*, 2019). To illustrate, although people can have the same demographic characteristics, their psychographic characteristics may differ (Kotler & Armstrong, 2018). Since this study attempted to segment the South African wine market according to its consumers' (1) involvement with the wine product, (2) their motives for wine consumption, and (3) what they pay attention to when purchasing wine, the study included psychographic and behavioural segmentation bases.

Fourth, segmentation descriptors should be chosen, which are the specific variables that will be used to segment a market (Lamb *et al.*, 2012). Three main segmentation descriptors, which included behavioural and psychographic variables, were selected for this study. The segmentation descriptors were *Involvement* (psychographic variable), *Motive/Lifestyle* (psychographic variable), and *Purchase behaviour* (behavioural variable).

Fifth, the distinct identified segments should be analysed and profiled according to the selected segmentation variables, to allow a marketer to distinguish between the market segments (Lamb *et al.*, 2012). It is imperative in market segmentation that each of the identified market segments be substantial, identifiable, accessible, and responsive (Lamb *et al.*, 2012). The analysis and profiling of market segments of this study are reported in Chapter 5. Sixth, the critical aspects (determining dimensions) that influence a consumer's decision to purchase a product must be specified for each identified segment (Lamb *et al.*, 2012). In the present study, the researcher proposed to determine dimensions relating to involvement, motive/lifestyle, and purchase behaviour that influence the different identified South African wine market segments. The determining dimensions in the purchase decisions of the market segments of this study are reported in Chapter 5. In the final step, the target markets (segments) are

named (Lamb *et al.*, 2012). The segments of this study are named and profiled in Chapter 5.

An understanding of market segmentation and segments enables marketers to reach consumers more effectively through appropriate marketing strategies that address the needs and wants of different segments (Chang, Thach & Olsen, 2016; Charters & Gallo, 2014; Hlédik & Harsányi, 2019; Liu *et al.*, 2014). It is believed that the results of the current study can provide an outline for wine businesses who seek to better target South African wine market segments and position their products, brand, or service accordingly. South African wine marketers and companies could then increase their market share by more effectively targeting wine consumers and positioning their brand.

Market segmentation in a wine context is reviewed next.

3.2.1. Market segmentation in a wine context

Sharma, Singh, and Misra (2020) maintain that the argument that a wine market is homogeneous is not realistic or practical, since the nature of wine consumers around the globe differ in terms of lifestyles, opinions, and preferences. Therefore, the argument is made that, to address the needs and wants of wine consumers more precisely, it is necessary to segment wine markets (Sharma *et al.*, 2020). Charters and Gallo (2014) argue that distinct wine consumer segments exist in different countries. Table 3.1 provides a summary of the identified segments of a few market segmentation studies conducted in different countries, using different segmentation variables.

Table 3.1: A summary of wine segmentation studies

Country	Source	Segmentation descriptors (variables)	Identified segments
Australia	McKinna (cited in Bruwer, Li & Reid, 2002)	Wine perceptions, knowledge levels, and purchase and consumption habits	<ul style="list-style-type: none"> • Wine knowledgeable or connoisseur • Wine pretentious or aspirational • Young bottle wine drinkers • Average cask wine drinker • New wine drinker
	Spawton (1990)		<ul style="list-style-type: none"> • Connoisseurs • Aspirational drinkers • Beverage wine consumers • New wine drinkers
Switzerland	Brunner and Siegrist (2011)	Involvement, motive/lifestyle, and purchase behaviour	<ul style="list-style-type: none"> • The price-conscious wine consumer • The involved, knowledgeable wine consumer • The image-orientated wine consumer • The indifferent wine consumer • The basic wine consumer • The enjoyment-orientated, social wine consumer

Country	Source	Segmentation descriptors (variables)	Identified segments
Italy	Di Vita, Chinnici and D'Amico (2014)	Attitudes and behaviours	<ul style="list-style-type: none"> • Occasional and choosy consumers • Basic consumers • High quality demanding purchasers
China	Liu <i>et al.</i> (2014)	Behavioural (benefit) segmentation	<ul style="list-style-type: none"> • The extrinsic attribute-seeking customers • The intrinsic attribute-seeking customers • The alcohol level attribute-seeking customers
Germany	Szolnoki and Hoffmann (2014)	Usage of sales channels	<ul style="list-style-type: none"> • Discount customers • Food retail customers • Supermarket customers • Cellar-door customers • Wine store customers • Multichannel customers
South Africa	Bruwer <i>et al.</i> (2017)	Wine-related lifestyle	<ul style="list-style-type: none"> • Conservative, knowledgeable wine drinker • Experimenter, highly knowledgeable wine drinker • Basic wine drinker • Enjoyment-oriented social wine drinker

Country	Source	Segmentation descriptors (variables)	Identified segments
USA	Pomarici <i>et al.</i> (2017)	Wine product attributes and psychographic characteristics	<ul style="list-style-type: none"> • Experimentals • Connoisseurs • Risk minimisers • Price-sensitive
Hungary	Hlédik and Harsányi (2019)	Consumption, purchasing habits, and preferences	<ul style="list-style-type: none"> • Ordinary wine consumers • Unsophisticated wine consumers • Wealthy wine experts • Open-minded consumers
Spain	Calvo-Porrall, Lévy-Mangin and Ruiz-Vega (2020)	Emotions in wine consumption	<ul style="list-style-type: none"> • Emotionally unattached • Negatives • Contented circumspects • Wine lovers
India	Sharma, Singh and Misra (2020)	Wine-related lifestyle	<ul style="list-style-type: none"> • Cautious social drinker • Loner regular drinker • Highly engaged drinker

Sources: Brunner and Siegrist (2011), Bruwer *et al.* (2017), Calvo-Porrall *et al.* (2020), Di Vita *et al.* (2014), Hlédik and Harsányi (2019), Liu *et al.* (2014), Pomarici *et al.* (2017), Sharma *et al.* (2020), Spawton (1990), and Szolnoki and Hoffmann (2014)

With reference to Table 3.1, pioneering and seminal research in wine market segmentation can be attributed to McKinna (cited by Spawton, 1990) and Spawton (1990). In 1987, McKinna was the first to segment a wine market (Brunner & Siegrist, 2011; Bruwer *et al.*, 2002; Szolnoki & Hoffmann, 2014). He segmented the South Australian wine market according to a psychographic segmentation base

(psychographic variables) relating to wine consumers' perceptions, knowledge levels, and purchasing and consumption habits (Brunner & Siegrist, 2011; Bruwer *et al.*, 2002; Szolnoki & Hoffmann, 2014). Consequently, as shown in Table 3.1, five segments were identified: 'wine knowledgeable or connoisseur', 'wine pretentious or aspirational', 'young bottle wine drinker', 'average cask wine drinker', and 'new wine drinker' (Bruwer *et al.*, 2002).

Shortly thereafter, in 1990, Spawton (1990) reviewed and adapted the profiles identified by McKinna (cited in Brunner & Siegrist, 2011; Spawton, 1990) to 'connoisseurs', 'aspirational drinkers', 'beverage wine consumers' and 'new wine drinkers' (refer to Table 3.1). Since the seminal wine market segmentation research of McKinna and Spawton, many wine market segmentation studies have contributed to the literature on wine marketing (refer to Table 3.1). It is also evident in Table 3.1 that wine market segmentation studies have been conducted in many countries, including Australia, Switzerland, Italy, China, Germany, South Africa, the USA, Hungary, Spain, and India (Brunner & Siegrist, 2011; Bruwer *et al.*, 2017; Calvo-Porrall *et al.*, 2020; Di Vita *et al.*, 2014; Hlédik & Harsányi, 2019; Liu *et al.*, 2014; Pomarici *et al.*, 2017; Sharma *et al.*, 2020; Spawton, 1990; Szolnoki & Hoffmann, 2014).

Additionally, Table 3.1 shows that different segmentation variables have been used for wine market segmentation, ranging from 'emotions in wine consumption' to 'wine-related lifestyle'. The segmentation variables of the current study included a similar set of variables, used in a Swiss wine market segmentation conducted by Brunner and Siegrist (2011), namely *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*.

3.2.2. Segmenting the South African wine market

Wine is one of South Africans' preferred alcoholic beverages (Stats SA, 2019; Wesgro, 2021). Moreover, OIV (2021) ranked South Africa the 17th largest consumer of wine (3.1 million hectolitres in 2020). However, South Africans consume much more beer than wine (Wesgro, 2021; WHO, 2018). Stats SA (2019) reported that, as of 2019, beer constituted more than 36% of household expenditure on beverages among South African households, whereas wine constituted just more than 7% per cent. Supporting this view, statistics published by SAWIS (2020) indicate that, in terms of alcoholic

beverage consumption in 2020, South Africans consumed 313 801 781 litres of wine, which included still, fortified, and sparkling wine. Conversely, the volume of beer and 'ready-to-drink' beverages (alcoholic fruit beverages and spirit coolers) respectively comprised 2 763 707 440 litres and 399 673 890 litres.

It is, therefore, apparent that, in South Africa, beer and ready-to-drink alcoholic beverages hold a much larger market share than wine. If wine producers seek to increase their market share, they need to increase their wine sales.

Further, South African wine sales have experienced an overall decrease since 2018 (SAWIS, 2020). In 2020, the world faced the global COVID-19 pandemic, and the South African wine industry suffered alcohol bans imposed by the government for more than 20 weeks in 2020 and 2021. The trade of alcohol was prohibited during the alcohol bans, which negatively impacted the South African economy and wine industry (BusinessTech, 2021). Consequently, South African domestic wine sales faced a 20% decrease in 2020, compared to 2019 (Brand-Jonker, 2021).

Many believe that it will take the South African wine industry a long time to recover from the negative consequences of the three COVID-19-related domestic alcohol bans (Nienaber, 2021; Vinpro, 2021b). The three alcohol bans caused the South African wine industry to lose R8 billion in revenue from direct sales (Vinpro, 2021b). According to a Vinpro (2021c) report, approximately 66% of the South African wine industry's sales are attributed to the domestic market, highlighting the significance of the South African wine consumer to the market.

As the South African wine industry is highly dependent on local wine consumers, it is essential that role players in the wine industry are aware of the needs and preferences of South African wine consumers. Targeted and distinct marketing methods will be needed to recover the South African wine industry and meet consumers' changing preferences (Bizcommunity, 2021). Market share can be increased by understanding South African wine consumers' behaviour and targeting consumers based on their preferences (Kotler & Armstrong, 2018).

The first academic study to segment the South African wine market based on an existing wine-related lifestyle approach was conducted by Bruwer *et al.* (2017). As seen in Table 3.1, the authors identified the following segments: 'conservative,

knowledgeable wine drinker', 'experimenter, highly knowledgeable wine drinker', 'basic wine drinker', and 'enjoyment oriented social wine drinker' (Bruwer *et al.*, 2017).

To build on the valuable contribution in terms of wine market segments made by Bruwer *et al.* (2017), the present researcher set out to identify whether similar or different wine market segments would be identified in the South African wine market if other segmentation variables were used. Therefore, the decision was made to semi-replicate a study conducted by Brunner and Siegrist in Switzerland (2011) in a South African context, and to compare the results with those of previous studies, including the South African study of Bruwer *et al.* (2017).

Brunner and Siegrist (2011) identified six wine market segments based specifically on Swiss wine consumers' involvement, their motives for wine consumption, and what they pay attention to when purchasing wine. These segments are described in Table 3.2 (Brunner & Siegrist, 2011).

Table 3.2: Wine market segments identified by Brunner and Siegrist

Segment	Description
The price-conscious wine consumer	Price-conscious wine consumers have a moderate level of involvement with the wine product. Further, they are more focused on the price of wine, and seek bargains when buying wine, more so than other wine segments. They strongly consider brand, provenance, and grape variety when making a wine purchase decision.
The involved, knowledgeable wine consumer	For the involved, knowledgeable wine consumers, wine is a hobby, and they invest much time in gathering information about wine. Therefore, consumers of this wine segment showcase the highest level of involvement of all segments. Multiple factors influence their wine purchase and consumption decisions: intellectual challenge, wine matching food, grape variety, vintage, heritage, alcohol level, and provenance.
The image-orientated wine consumer	For image-orientated wine consumers, drinking wine reflects sophistication. They consume wine for self-expression, style, recreation, health, and tradition. These consumers are moderately involved with the wine product, and rely on recommendations and ratings when making a wine purchase or consumption decision.
The indifferent wine consumer	Indifferent wine consumers show no involvement with the wine product. Therefore, it is a consumer segment that consumes or purchases wine infrequently. These consumers might drink wine due to peer pressure or as an accompaniment to a meal.

Segment	Description
The basic wine consumer	The basic wine consumer has a low level of involvement with the wine product. Consumers in this wine consumer segment are driven to consume wine to be sociable or to complement a meal. Therefore, this segment is not significantly influenced by the plethora of attributes of the wine product when making a purchase decision.
The enjoyment-orientated, social wine consumer	Enjoyment-orientated, social wine consumers have a medium level of involvement with the wine product; however, they find recommendations and ratings important when making a purchase decision. Factors that drive this segment's wine consumption include matching wine with food, sociability, and having fun.

Source: Adapted from Brunner and Siegrist (2011)

When comparing the studies of Bruwer *et al.* (2017) and Brunner and Siegrist (2011), it is clear that some segments identified by Brunner and Siegrist (2011) and Bruwer *et al.* (2017) share similarities; for example, the basic wine consumer. However, Bruwer *et al.* (2017) argue that it is a general occurrence that wine market segmentation studies continuously identify a specific segment, in this case, the basic wine consumer. However, Brunner and Siegrist (2011) and Bruwer *et al.* (2017) also identified different segments; for example, 'the image-oriented wine consumer' versus 'the conservative, knowledgeable wine drinker'. Therefore, different measuring instruments can produce different segments.

Further, Charters and Gallo (2014) suggest that wine consumer behaviour differs across countries. As mentioned, Brunner and Siegrist (2011) called for their Swiss wine market segmentation study to be conducted cross-culturally, which was the aim of the present study. The current study also allowed a cross-cultural comparison

between Swiss and South African wine market segments based on their differences in involvement, motives or lifestyle, and purchase behaviour. The three segmentation variables employed in this study are discussed in subsequent sections.

3.3. INVOLVEMENT

Involvement, which can be described as an individual's perception of the importance of a product in accordance with their interests, needs, and values (Solomon, 2018), was the first segmentation variable that was used in this study.

Consumer involvement can be categorised as situational or enduring. Situational involvement is established externally, through a short, immediate interest in a product, which can lead to subsequent actions; for example, an in-store wine promotion that results in a consumer buying a bottle of the wine being promoted (Bruwer & Campusano, 2018; Roe & Bruwer, 2017). In contrast, enduring involvement relates to a long-standing interest in a product. For instance, a consumer who purchases a specific brand each time a wine purchase is made, such as always selecting Simonsig Kaapse Vonkel when buying sparkling (MCC) wine, has enduring involvement (Babin & Harris, 2018; Lesschaeve & Bruwer, 2010).

Wine consumer behaviour varies among consumers with different levels of wine product involvement (Bruwer & Campusano, 2018; Kallas *et al.*, 2013). As seen in Figure 3.2, a consumer's level of wine product involvement lies on a continuum from none or low to ultra-high, meaning that the purchase or consumption of a product can be either insignificant or very important to the consumer (Charters, 2006; Lesschaeve & Bruwer, 2010).

Figure 3.2: Wine consumption behaviour based on involvement

None	Low	Medium	High	Ultra-high
<ul style="list-style-type: none"> • Consume only for the effect of alcohol on the body 	<ul style="list-style-type: none"> • Drink irregularly • Buy on price; may be brand loyal 	<ul style="list-style-type: none"> • May go on wine courses and visit wineries • Buy on grape variety • Drink regularly and may experiment 	<ul style="list-style-type: none"> • Go to tastings and read books and magazines about wine • Drink regularly each week and try new products 	<ul style="list-style-type: none"> • Taste wine often • Go on wine tours • Drink almost daily • Search out new products and focus on region of origin

Source: Charters (2006)

To illustrate, a consumer with no involvement consumes wine merely for its physiological effect on the body. Therefore, the wine product is seemingly not very important to this consumer. Similarly, a wine consumer with low involvement does not consume wine very often; however, they might focus on specific attributes when purchasing wine, such as price. By contrast, an ultra-highly involved wine consumer strongly incorporates wine into their daily life by frequently tasting and drinking wine or participating in wine tours. Ultra-highly involved wine consumers like to try new and different wines (Charters, 2006). Further, low and high-involvement wine consumers tend to consider different product attributes when making a wine purchase decision (Lockshin & Corsi, 2012). Highly involved consumers also tend to utilise and search for more information during the wine purchase decision-making process, as opposed to less involved consumers (Johnson & Bastian, 2015).

Highly involved wine consumers also like to try different wines and consume wine frequently (Charters, 2006). Additionally, they enjoy learning about wine through reading about wine and tasting wine. Consumers with a medium level of involvement with the wine product are generally frequent consumers of wine, and are open to trying different and new wines. Medium-involved consumers may focus on specific product attributes when purchasing wine, such as grape variety. These medium-involved wine consumers are more likely to consider participating in wine-related events, such as

visiting wineries, than less involved wine consumers. They may also consider broadening their wine knowledge through wine courses (Charters, 2006).

The wine shopping channels that consumers utilise also vary depending on their level of involvement. Thach and Olsen (2015) suggest that highly involved wine consumers purchase wine from a variety of channels, including wine- and liquor stores, wineries, and convenience stores. These highly involved wine consumers typically enjoy partaking in wine tourism, and will also purchase wine straight from a winery. Medium and highly involved wine consumers will likely buy wine from warehouses or discount stores. By contrast, consumers with low involvement will most probably purchase wine from a grocery or liquor store (Thach & Olsen, 2015).

It is generally accepted that consumers who are highly involved with the wine product are highly knowledgeable about the product and have a high wine consumption rate (Bruwer & Campusano, 2018; Roe & Bruwer, 2017; Santos, Ramos, Almeida, Marôco & Santos-Pavón, 2020). In contrast, it is typically assumed that wine consumers with low involvement with the wine product usually lack wine knowledge and consume less wine (Roe & Bruwer, 2017). Similarly, research has suggested that the higher a consumer's wine product involvement and knowledge are, the higher their wine purchase volume for their own consumption would be. For example, highly involved wine consumers will possibly purchase more than ten bottles of wine per month for personal consumption. In contrast, less involved consumers are likely to buy one to five bottles per month (Guse van Vuuren, 2018).

A clear image of a consumer's product involvement level can help one to better understand how purchase decisions are made (Johnson & Bastian, 2015). The level of involvement that consumers have with a product also builds their perceived value of a product, as well as their attitudes towards a product (Babin & Harris, 2018; Kallas *et al.*, 2013). Using involvement as a segmentation variable can assist marketers in creating target marketing strategies in relation to different market segments' involvement levels (Lesschaeve & Bruwer, 2010).

Dobele *et al.* (2018) measured consumers' product involvement through their levels of wine consumption, their wine knowledge, and their confidence in purchasing wine. It is, however, imperative to note that Schiffman and Wisenblit (2019) argue that a universal definition of involvement does not exist, and that involvement can be

measured in numerous ways. In this semi-replication study, the *Involvement* segmentation variable comprised two sub-variables: *Wine knowledge* and *Events*. Therefore, the involvement of South African wine consumers was measured through wine knowledge and participation in wine events, as suggested by Brunner and Siegrist (2011).

3.3.1. Wine knowledge

According to Montgomery and Bruwer (2013), product knowledge is one of the main signals of involvement. Wine knowledge comprises two sets of knowledge: subjective and objective knowledge (Johnson & Bastian, 2015; Robertson *et al.*, 2018). Subjective knowledge entails how much the consumers believe they know about the wine product; that is, their self-perceived knowledge (Ellis & Thompson, 2018; Johnson & Bastian, 2015; Taylor & Barber, 2016). In contrast, objective knowledge is how much the consumers actually know about the product; that is, the accurate, actual and current wine-related information they retain in their long-term memory (Ellis & Thompson, 2018; Johnson & Bastian, 2015; Taylor & Barber, 2016; Robertson *et al.*, 2018). Objective knowledge is associated with expertise, whereas product experience is the primary source of subjective knowledge (Hall, 2016; Marques & Guia, 2018).

The difference between consumers' subjective and objective knowledge is their confidence in their actual wine knowledge (Marques & Guia, 2018). Consumers can be overconfident or underconfident in their wine knowledge; in other words, a difference may exist between what they think they know about wine (subjective knowledge) and what they truly know (objective knowledge) (Ellis & Caruana, 2018; Marques & Guia, 2018). For example, consumers with high objective and low subjective knowledge are typically less confident in their wine knowledge, while they actually know a lot about wine. Conversely, consumers with high subjective and low objective knowledge might be overconfident in how much they believe they know about the wine product, while, in reality, they have less wine knowledge than what they perceive (Ellis & Caruana, 2018).

When consumers are confronted with a wide range of wine options, they often rely on their wine knowledge to make a wine purchase decision (Robertson *et al.*, 2018).

According to Marques and Guia (2018), consumers tend to rely more on their subjective wine knowledge than objective wine knowledge when processing information when making a wine purchase decision. The consumer's level of wine knowledge can span a continuum from novice (limited wine knowledge) to expert (highly knowledgeable) (Canziani *et al.*, 2016). Whereas a novice has low levels of subjective and objective wine knowledge, an expert wine consumer is subjectively and objectively highly knowledgeable about the wine product (Ellis & Caruana, 2018).

A novice's and an expert's wine knowledge differs in terms of the wine-related information, and also in terms of the amount of knowledge and the organisation thereof embedded in their minds (Hall, 2016; Robertson *et al.*, 2018). The wine product is very intricate, and a novice consumer will often perceive the wine product as more complex than a knowledgeable consumer would (Agnoli, Capitello & Begalli, 2016). Therefore, wine consumer behaviour differs between novice and expert wine consumers. To illustrate, consumers with high levels of wine knowledge (experts) generally consume and purchase wine more frequently. Further, expert wine consumers tend to buy a larger number of bottles at a time than less knowledgeable wine consumers do. Consumers' wine knowledge can also influence the type of wine they prefer. For example, research suggests that expert wine consumers have a preference for red wine and dry wine, and a low preference for sweet wine (Canziani *et al.*, 2016). The differences between novice and expert wine consumer behaviour are highlighted throughout the rest of this chapter.

In market segmentation, considering consumers' product knowledge, along with the importance they place on different products or product categories, increases the effectiveness of the segmentation, as it will allow marketers to target consumers strategically based on their characteristics (Robertson *et al.*, 2018). Therefore, varying levels of wine product knowledge can generate distinct market segments (Robertson *et al.*, 2018). In the current study, *Wine knowledge* was investigated as a sub-variable of the *Involvement* segmentation variable, to provide insight into the different levels of wine knowledge among South African wine market segments, particularly the different levels of wine product involvement.

Brunner and Siegrist (2011) measured the wine knowledge of Swiss wine consumers, as a sub-variable of *Involvement* by investigating how often they read wine-related

books, articles, or reviews. Canziani *et al.* (2016) argue that highly knowledgeable wine consumers are more likely than less knowledgeable wine consumers to frequently gather wine-related information from sources such as winery guidebooks, websites, and officially published ratings (Canziani *et al.*, 2016).

To further measure wine knowledge, Brunner and Siegrist (2011) explored the degree to which Swiss wine market segments identified with wine as a hobby, if they enjoyed learning about wine, and if they had a strong interest in wine. In the Swiss study, respondents also had to indicate if they believed they were knowledgeable about wine, whether they were often asked for advice by others, and if they were given the task of selecting the wine at a restaurant (Brunner & Siegrist, 2011).

It can therefore be said that Brunner and Siegrist's (2011) study measured the subjective wine knowledge of Swiss wine consumers, since the respondents' feedback related to what they believed they knew about the wine product, that is, their subjective wine knowledge. Since this current study was based on the research of Brunner and Siegrist (2011), it also explored the subjective knowledge of South African wine consumers.

Based on the study of Brunner and Siegrist (2011), in addition to wine knowledge, *Events* was the second and final sub-variable that was used to investigate the wine involvement of different South African wine market segments in the present study. *Events* is addressed in the next section.

3.3.2. Events

Similar to wine knowledge, participation in wine events can also be used to investigate consumers' levels of wine involvement (Brunner & Siegrist, 2011; Charters, 2006). Highly involved wine consumers typically enjoy learning more about the wine product and, therefore, wine-related events and knowledge also seem to be linked to one another (Charters, 2006). Research has shown that, as a consumer's level of wine involvement increases, the more the consumer tends to become interested in engaging in wine events, such as wine tours and tastings (Brunner & Siegrist, 2011; Charters, 2006). For example, consumers with high levels of wine knowledge are likely to frequently visit wine estates (Canziani *et al.*, 2016).

Visiting wine regions and wine estates, attending wine festivals, taking part in wine tours, enjoying wine tastings, and purchasing wine at wine cellars or estates are events that are associated with wine tourism (Brunner & Siegrist, 2011; Famularo, Bruwer & Li, 2010; Sekulić, Petrović & Dimitrijević, 2017). People who are interested in wine tourism primarily enjoy visiting wineries and tasting and trying different wines (Sekulić *et al.*, 2017). It has been suggested that highly involved wine consumers (experts) often go on wine tours and attend wine tastings; therefore, they enjoy partaking in wine tourism (Charters, 2006; Famularo *et al.*, 2010). However, research suggests that individuals participating in wine tourism, that is, wine-related events, can range from novices with no wine experience to experts who are highly involved with and knowledgeable about the wine product (Charters & Gallo, 2014; Santos *et al.*, 2020; Szolnoki, 2018). Therefore, it is important to note that it is not only experts who enjoy wine tourism.

To illustrate, Szolnoki (2018) identified German wine tourist segments that all differ in terms of their involvement with wine. The so-called 'wine neophytes' are not highly interested in wine, while 'hangers-on' attend wine-related events to accompany other people (Szolnoki, 2018). In contrast, highly involved wine tourists can be classified as 'wine connoisseurs' or 'winery connoisseurs'. 'Wine connoisseurs' have a strong interest in the wine product, yet are less focused on the wine's origin. Conversely, 'winery connoisseurs' are highly involved with the wine product, and are interested in the production and region from which it derived (Szolnoki, 2018). Considering everything, both novices and experts seemingly participate in wine-related events. However, the level of interest and involvement in wine-related events may vary between novice and expert wine consumers.

Lockshin and Corsi (2012) argue that highly involved wine consumers are more likely to visit wine farms and purchase wine than consumers with low levels of wine involvement. Similarly, it has been suggested that expert wine consumers are more likely to visit wineries out of season. In other words, they will visit wineries at a less popular time, such as winter, which supports the view that experts tend to be strongly interested in wine-related events (Ellis & Caruana, 2018; Ellis & Thompson, 2018). Therefore, there seems to be a connection between involvement and the attendance

of wine-related events — the more involved the consumer is with the wine product, the more likely it will be that they enjoy participating often in wine-related events.

Brunner and Siegrist (2011) used *Events* and *Wine knowledge* to measure the differences in involvement between Swiss wine market segments. Since the present study was aimed at semi-replicating the research of Brunner and Siegrist (2011), the current study also investigated the extent to which South African wine consumers are interested in participating in wine-related events. The results are presented in Chapter 5.

In conclusion, this section reviewed *Wine knowledge* and *Events* as sub-variables of the first segmentation variable of this study, namely *Involvement*. The second segmentation variable investigated in the current study was *Motive/Lifestyle*, which is addressed next.

3.4. MOTIVE OR LIFESTYLE

The second segmentation variable proposed by Brunner and Siegrist (2011) applied to this South African wine market segmentation study was *Motive/Lifestyle*. *Motive* refers to the internal driving force within individuals that causes them to take action to reach a desired outcome (Bruwer, Jiranek, Halstead & Saliba, 2014; Kotler & Armstrong, 2018; MacDonald *et al.*, 2013; Schiffman & Wisenblit, 2019). *Lifestyle* can be broadly defined as individuals' way of life, which includes their spending patterns and the activities in which they enjoy participating (Berman, Evans & Chatterjee, 2018; Chang *et al.*, 2016; Sharma *et al.*, 2020). In other words, lifestyle is a reflection of how consumers generally distribute their money and time (Babin & Harris, 2018; Brunner & Siegrist, 2011; Solomon, 2018).

As mentioned earlier, for this segmentation variable, the terms *motive* and *lifestyle* are used interchangeably to refer to lifestyle-related factors that drive consumers to consume wine (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Charters, 2006; Graziano, Bina, Giannotta & Ciairano, 2012). Wine is widely regarded as a lifestyle beverage, as many consumers incorporate wine consumption into their daily lives (Charters & Gallo, 2014; Lockshin & Corsi, 2012; Roe & Bruwer, 2017). Although individuals may share the same culture, occupation, or social class, their lifestyles may

differ significantly; therefore, their motives for wine consumption might differ accordingly (Kotler & Armstrong, 2018). Hence, having insight into the lifestyle determinants of wine consumption can provide marketers with a deeper understanding of wine consumers' ways of living and what predominately drives them to drink wine (Anchor & Lacinová, 2015; Chang *et al.*, 2016; Charters & Gallo, 2014).

Lifestyle segmentation studies have concluded that consumers seem to be more motivated to consume wine for enjoyment than for health-related reasons (Lockshin & Corsi, 2012). Yet, Corduas, Cinquanta and Ievoli (2013) argue that consumers' motives for wine consumption can range from drinking wine for pleasure to consumption for nutritional purposes. Previous studies have also reported that motives for alcohol consumption can be positive, such as social and enhancement motives, or negative, such as coping and conformity motives (Glavak Tkalić, Sučić & Dević, 2013; Graziano *et al.*, 2012; Moran & Saliba, 2012; Sharma *et al.*, 2020).

Moreover, a consumer's motivation for wine consumption is often experiential; they drink wine for a sensorial, interactive, or cognitive experience (Marques & Guia, 2018). For example, consuming wine for sensorial purposes can include partaking in a wine-tasting event or pairing wine with food, whereas an interactive experience could be drinking wine to socialise with others. A cognitive wine experience might involve consuming wine for the intellectual challenge and exploring different wines (Marques & Guia, 2018). Consequently, many consumption motives can impact consumer behaviour (Kotler & Armstrong, 2018).

Since consumers have different motives to consume wine, it is essential to consider motives in lifestyle wine market segmentation (Anchor & Lacinová, 2015). The *Motive/Lifestyle* segmentation variable of the current study thus focused on motives for consuming and purchasing wine that benefits consumers and are strongly associated with their lifestyles (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). The results of this study (presented in Chapter 5) shed light on the lifestyle motives that drive South African wine consumers to consume wine. Nine motives for wine consumption, identified by Brunner and Siegrist (2011), were investigated in the current study, and are discussed in the following sections. These motives (*Motive/Lifestyle* sub-variables) are: self-expression, recreation, sociability, health, style, food, tradition, fun, and intellectual challenge.

3.4.1. Self-expression

Self-expression comprises the signalling of personal interests and external identity to others (Assimos, Pinto, Leite & De Andrade, 2019). Consumers might drink wine for self-expression because they want to be socially accepted, distinctive, establish status, and/or be respected (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). Consuming wine for self-expression can also be for self-fulfilment reasons, or to demonstrate that the consumer has achieved success or “made it” in life (Brunner & Siegrist, 2011). In terms of self-expression, one may also drink wine to reflect maturity or to impress others with your wine knowledge (Brunner & Siegrist, 2011).

Taylor, Bing, Reynolds, Davison, and Ruetzler (2018) state that some consumers drink wine to strengthen their self-esteem. Consumers’ sense of self, that is, who they perceive themselves to be, may affect their purchase and consumption behaviour (Roe & Bruwer, 2017). Therefore, consumers purchase and use products (such as wine) to express and build their self-image (Roe & Bruwer, 2017; Taylor & Barber, 2016; Solomon, 2018). Similarly, previous literature suggests that consumers’ selection of wine for consumption often reflects their perception of their self-image, that is, what they think and feel about themselves (Babin & Harris, 2018; Ogbeide & Bruwer, 2013; Schiffman & Wisenblit, 2019; Solomon, 2018).

Likewise, individuals’ consumption behaviour is also often a reflection of their social identity. Their consumption of products can impact how others perceive them, and assist them in establishing their social identity (Solomon, 2018). Ogbeide and Bruwer (2013) suggest that consumers who are highly involved with the wine product consider the image they portray and how they are perceived by others through the consumption of a product important. People often aspire to identify with people and be a part of social groups (Solomon, 2018). A conformity motive for wine consumption involves drinking wine to belong to a group, to fit in (MacDonald *et al.*, 2013).

Consequently, consumers adapt their consumption behaviour according to the interests of the specific group, in order to be accepted by the group (Solomon, 2018). Therefore, consumers might drink wine to establish their social identity and be socially accepted, which is also related to the self-expression motive for wine consumption (Brunner & Siegrist, 2011). The argument can therefore be made that drinking wine as self-expression to be socially accepted can be classified as a conformity motive.

However, another wine consumer motive for wine consumption might be to be distinctive (Brunner & Siegrist, 2011). Consumers' wine selection for consumption often reflects their perception of their self-image — what they think and feel about themselves (Babin & Harris, 2018; Ogbeide & Bruwer, 2013; Schiffman & Wisenblit, 2019; Solomon, 2018).

Furthermore, wine consumers can express their self-image through status consumption. The consumption of products to display status is termed “conspicuous consumption” (Assimos *et al.*, 2019; Dobele *et al.*, 2018; Solomon, 2018). By conspicuously consuming products, consumers attempt to enhance their image and, subsequently, their social approval and self-respect (Assimos *et al.*, 2019). For example, Dobele *et al.* (2018) maintain that a consumer is usually more aware of the price of wine when consuming wine at a restaurant, in public, or when purchasing wine as a gift. The reason for this behaviour is that the appearance and perception of wine selection go hand-in-hand with the status they portray. Therefore, consumers are often more selective in public situations, to increase or maintain their status (Dobele *et al.*, 2018).

The motive of consuming wine to display status can be attributed to the wine consumers' desire to be perceived as superior and differentiate themselves from others, or wine can be consumed to conform to a social group to which the consumer strives to belong (Charters, 2006). Liu *et al.* (2014) argue that the public consumption of wine can be connected to status-seeking, as wine can be perceived as a symbol of sophistication and status that can enhance one's social status. Therefore, individuals might consume or serve exclusive wines to impress others in a social setting (Sharma *et al.*, 2020).

To illustrate this scenario, in China, wine is used by many consumers as a signal of status, as it is perceived to be a sophisticated product in the Chinese social and cultural context (Somogyi, Li, Johnson, Bruwer & Bastian, 2011). Li *et al.* (2013) contend that Chinese consumers will typically purchase high-end, expensive, imported wine for a special occasion in a social setting to be admired by others. According to Assimos *et al.* (2019), consumers can better express themselves and increase their status in a social environment by consuming high-quality and expensive products, in this case, wine. Therefore, conspicuous consumption in a social setting is related to

self-expression through consumption to display social status (Assimos *et al.*, 2019; Sharma *et al.*, 2020).

To conclude, marketing strategists must comprehend relationship between consumers' self-image (self-expression motives) and their purchase decisions (Kotler & Armstrong, 2018). The current study also investigated self-expression as a wine consumption motive of South African wine consumers and, more specifically, whether wine segment(s) exist that are more influenced by self-expression than other segments when consuming wine.

The importance of recreation as a wine consumption motive was also investigated, and is discussed next.

3.4.2. Recreation

Wine consumption can make consumers relax due to its physiological effect on the body (Charters, 2006; Mouret *et al.*, 2013; Thach, 2012). Silva, Jager, Van Bommel, Van Zyl, and Voss (2016) argue that the most common emotion consumers associate with wine is the feeling of relaxation. Calvo-Porrall *et al.* (2020) state that wine consumption elicits low arousal emotions, such as feeling relaxed or calm. Although wine is classified as an experiential product, it can also be seen as a hedonic product, in that it has the ability to provide emotional value to the consumer (Hoyer & Stokburger-Sauer, 2012). The conclusion can therefore be made that the feeling of relaxation and mood enhancement are emotionally associated with wine consumption (Melo, Colin, Delahunty, Forde & Cox, 2010; Silva *et al.*, 2016).

For this reason, wine can assist a consumer in creating a relaxing environment or even help a consumer fall asleep (Brunner & Siegrist, 2011). Many consumers, for example, drink wine to enable them to relax after a busy day or as a ritual to mark the end of a work day or week (Charters, 2006; Weightman, Terblanche, Valentin & Nieuwoudt, 2019). If consumers drink wine to relax at the end of a day, they are motivated to drink wine for recreational purposes (Brunner & Siegrist, 2011).

However, consumers who consume wine for recreational purposes might also consume the product because they feel depressed or lonely (Brunner & Siegrist,

2011). Some individuals consume alcohol to relieve stress or to comfort them, whereas others drink wine to cope and reduce anxiety (Castriota, 2020; Moran & Saliba, 2012). Alcohol can reduce the symptoms of anxiety, as it weakens cognitive processing and, subsequently, decreases discomfort and unpleasant thoughts or feelings that an anxious individual usually encounters (Goodman, Stikma & Kashdan, 2018). Therefore, consumers can consume wine for recreation and as a coping mechanism for negative emotions (MacDonald *et al.*, 2013). It is, however, important to note that wine consumption can become dangerous for consumers with mental or mood disorders if they become dependent on alcohol as a coping mechanism (Goodman *et al.*, 2018).

Evidently, wine is a beverage used to enhance feelings of well-being or to reduce stress, as it is a leisure product used for relaxation (Mouret *et al.*, 2013; Romeo, Wärnberg & Marcos, 2010). Therefore, consumers can be driven to consume wine if wine plays a recreational role in their lifestyle (Brunner & Siegrist, 2011). The present study investigated whether recreation is an important lifestyle motive for wine consumption for South African wine consumers, and which consumer segments, if any, are more driven by consuming wine for recreational purposes than other segments. While some consumers view wine as a recreational beverage, other consumers might classify it as a social beverage (Mouret *et al.*, 2013; Sherman & Tuten, 2011). Therefore, wine can aid relaxation and sociability (Charters, 2006).

Sociability is discussed next.

3.4.3. Sociability

Another lifestyle motive for wine consumption is sociability; that is, drinking wine to be sociable (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). A number of researchers suggest that wine can be viewed as a social alcoholic beverage, as the consumption thereof is often a shared experience with others. It can therefore be argued that the wine product can promote socialisation (Liu *et al.*, 2014; Mouret *et al.*, 2013; Sharma *et al.*, 2020; Sherman & Tuten, 2011). For this reason, wine is consumed in a range of social situations, ranging from business meetings to special occasions or celebrations (Liu *et al.*, 2014).

Wine is also often consumed with friends as a social interaction (Anchor & Lacinová, 2015; Mouret *et al.*, 2013). Therefore, the intent to share wine with other people and social interaction also influence wine consumption behaviour (Taylor *et al.*, 2018). Castriota (2020) states that a consumer's social environment, which comprises friends, family, or work colleagues, can impact their patterns or degree of alcohol consumption. For example, poorly selected friendships or bad personal relationships could easily lead to increased alcohol consumption or alcohol abuse. Conversely, an individual who grows up in an environment of moderate alcohol consumption by parents will possibly carry that healthy, positive alcohol consumption behaviour forward into their adulthood (Castriota, 2020). Evidently, wine is used as a source to enhance social interaction with others (Romeo *et al.*, 2010).

Other reasons that can lead consumers to consume wine for social reasons include the belief that wine creates a pleasant environment and offers the opportunity to share something special (Brunner & Siegrist, 2011). Therefore, consumers can be driven to consume wine to celebrate a special occasion, have a good time, or increase the fun of a social event (MacDonald *et al.*, 2013; Sharma *et al.*, 2020). Brunner and Siegrist (2011) also maintain that wine promotes sociability because it allows consumers to create or evoke memories and connect generations.

In summary, wine can play an essential role in the social environment of many consumers. Some South African wine consumers might also consider sociability a major driver of wine consumption. However, it will have to be proven through research. The current study set out to investigate how important sociability is as a lifestyle or motive for South African wine consumers, and if wine segments exist within the South African market that favour sociability more than other segments do.

Another motive for wine consumption is reviewed next, namely health.

3.4.4. Health

Whereas some consumers might view wine as a social alcoholic beverage, the wine product is also often perceived to be a healthy alcoholic drink (Dobele *et al.*, 2018; Sharma *et al.*, 2020; Yoo, Saliba, MacDonald, Prenzler & Ryan, 2013). It has been suggested that the higher consumers' wine involvement is, the more likely they are to

believe in the health benefits of wine (Vecchio, Decordi, Grésillon, Gugenberger, Mahéo & Jourjon, 2017). Gupta and Duggal (2020) state that consumers are willing to pay for the apparent health benefits associated with high-quality wine consumption, especially organic wine. Consequently, the demand for organic wine, which is free from synthetic chemicals, has increased among consumers who are health-conscious and consume organic food (Chang *et al.*, 2016; Forbes, Cullen, Cohen, Wratten & Fountain, 2011; Gupta & Duggal, 2020; Janssen, Schäufele & Zander, 2020).

Therefore, health can be a wine consumption motive for consumers seeking a natural, healthy, and light alcoholic beverage (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). Moderate wine consumption, that is, drinking two to three glasses a day, holds health benefits that can positively affect the physical and mental health of an individual (Castriota, 2020; Chang *et al.*, 2016; Higgins & Llanos, 2015; Vecchio *et al.*, 2017). The so-called 'French paradox' — low coronary heart disease rates despite a high intake of saturated fats (Moran & Saliba, 2012) — indicates that consuming red wine in moderation has health benefits, such as increasing lifespan, preventing cardiovascular diseases, aiding digestion and blood circulation, and decreasing the chance of diabetes (Chang *et al.*, 2016; Brunner & Siegrist, 2011; Higgins & Llanos, 2015; Smith, 2020; Vecchio *et al.*, 2017; Yoo *et al.*, 2013).

The health benefits derived from wine consumption can be attributed to the antioxidants in red wine (Chang *et al.*, 2016; Liu *et al.*, 2014; Taylor *et al.*, 2018; Vecchio *et al.*, 2017). However, Smith (2020) contends that it is, instead, the natural antioxidants, specifically resveratrol, present in red wine, that hold the health benefits related to red wine consumption, rather than the alcohol. Further, Smith (2020) states that de-alcoholised red wine typically also contains the beneficial resveratrol antioxidant.

In relation to de-alcoholised wine, the demand for low-alcohol and de-alcoholised wines increased in the South African wine market in 2020. De-alcoholised wine is regular wine that has been subjected to the process of de-alcoholisation, whereby the alcohol volume is adjusted, resulting in wine products with an alcohol level of below 0.05 per cent by volume (Buglass, 2011; Stasi, Bimbo, Viscecchia & Seccia, 2014). A reason for the increased demand for de-alcoholised wine could be that many South African wine consumers are searching for healthier beverage alternatives that support

their physical and mental health (Distell, 2020; MarketLine, 2020). To gain more insight in this regard, the current study also investigated South African wine consumers' perceptions of de-alcoholised wine.

It can be said that the perception of traditional and/or de-alcoholised wine as a healthy beverage can drive consumers to consume wine (Dobele *et al.*, 2018). In this regard, health can also be classified as a motive for wine consumption, and the importance thereof among South African wine consumers was also explored in the current study.

Another motive that might drive consumers to drink wine is style.

3.4.5. Style

As mentioned before, the consumption of the wine product can have hedonic benefits. One such benefit is style (Hoyer & Stokburger-Sauer, 2012). Some consumers may drink wine to be stylish, and these consumers regard wine as a sensual product that marks a sophisticated individual (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Somogyi *et al.*, 2011). Weightman *et al.* (2019) found that many South African wine consumers also associate the wine product with a sophisticated and elegant image, compared to other alcoholic beverages, such as beer.

Brunner and Siegrist (2011) suggest that consumers who consume wine for style-related reasons are motivated by the aesthetic and superiority of the wine product. Therefore, it can be suggested that aesthetic wine consumption is associated with the style motive for wine consumption. Consumers who are driven by aesthetics often have sophisticated product preferences (Hoyer & Stokburger-Sauer, 2012). For example, a fine, premium wine or a prestige Champagne can be viewed as an aesthetically pleasing product (Harlan, 2016). Aesthetics refer to a consumers' perception of beauty; in other words, what they find beautiful (Hoyer & Stokburger-Sauer, 2012). Consumers may consciously seek out the aesthetic attributes of a product, also referred to as 'aesthetic attention', to have an aesthetic experience with a product (Burnham & Skilleås, 2012).

Consumers' aesthetic judgement of a product is dependent on their perception of value and quality (Hall, 2016). The aesthetic qualities of wine are usually noticed

through experience and attention to detail (Jackson, 2014). In addition, consumers' objective knowledge, that is, if they are novices or experts, supports them in making aesthetic observations and their aesthetic appreciation (Hall, 2016). According to Weightman *et al.* (2019), it seems that wine consumers value the sophistication of the wine product more as they age and as their experience with the wine product increases over time. Therefore, consumers' taste, experience, knowledge, and age often influence their aesthetic appreciation of the wine product.

Individuals who aesthetically appreciate wine often follow practices that enhance the aesthetic experience of wine consumption, for example, aerating and decanting wine or selecting the correct shape and size wine glass according to the type of wine (Burnham & Skilleås, 2012). Consumers might also pay attention to the extrinsic aesthetic attributes of the wine bottle, such as an attractive front label, bottle shape, and the colour of the glass bottle or label (Pomarici *et al.*, 2017; Procidano, Mauracher & Valentini, 2021).

In brief, consuming wine for style can be described as an aesthetic experience (Jackson, 2014). The current study investigated the importance of style as a lifestyle motive among South African wine consumers.

Charters (2006) maintains that another aesthetic wine experience that wine consumers might take an interest in is matching wine with food, which is discussed next.

3.4.6. Food

The enjoyment and experience of combining food and wine have been a pleasure for consumers for several years, as it is a well-known fact that wine enhances the taste of food (Koone, Harrington, Gozzi & McCarthy, 2014; Thach, 2012). Many consumers enjoy wine with their meals, as they appreciate how wine complements the taste of food (Brunner & Siegrist, 2011; Thach, 2012). Wine consumers driven by the food motive believe that wine is well-suited to a good meal (Brunner & Siegrist, 2011). Koone *et al.* (2014) suggest that the combined consumption of food and wine leads to higher satisfaction with both the wine and the food.

Wine can be matched with food by chance, during consumption, or paired scientifically by experts who know what foods pair well with certain wines (Millon, 2013). Wine complementing food also creates a special dining atmosphere, making it another food-driven wine consumption motive (Brunner & Siegrist, 2011). Examples of food and wine pairings include red wine with red meat and white wine with fish (Koone *et al.*, 2014; Puckette & Hammack, 2015).

Weightman *et al.* (2019) contend that, as South African wine consumers mature and reach middle age, the importance and appreciation of pairing wine with food increase, even to such an extent that they prioritise pairing wine with food. This behaviour is also linked to consumers' increase in wine knowledge as they age and gain experience, and subsequently become aware of how different types of wine complement different types of food (Weightman *et al.*, 2019). According to Melo *et al.* (2010), the higher consumers' wine consumption is, the more likely they are to believe that wine complementing food is an essential motive for wine consumption. Therefore, it seems that there may be a connection between wine knowledge, experience with the wine product, and seeking to complement food with wine.

However, Charters (2006) argues that the association of wine with food is relevant for wine consumers of all levels of involvement. For example, despite their typical low involvement with the wine product, Chinese wine consumers showcase a general interest in the pairing of wine and food, and associate the two with each other. Chinese wine consumers even have a preference for information like a wine-pairing suggestion on a wine label (Tang *et al.*, 2015). Therefore, wine consumers can be motivated to consume wine merely to pair it with food.

The current study also investigated the importance of the combination of food and wine in terms of South African consumer behaviour, and identified which market segments, if any, are motivated to consume wine to complement food.

Another motive to consume wine is tradition, which is discussed below.

3.4.7. Tradition

Babin and Harris (2018) define tradition as “customs and accepted ways of everyday behaviour in a given culture.” Hence, in this study, the motive of tradition for wine consumption includes the motivation to consume wine due to cultural background, family tradition, and rituals (Brunner & Siegrist, 2011).

Culture is the shared norms, beliefs, and traditions of a specific group of individuals, and is learned by individuals as members of society, through family or other institutions (Berman *et al.*, 2018; Kotler & Armstrong, 2018; Schiffman & Wisenblit, 2019). Various authors maintain that culture and traditions can play a role in the wine consumer behaviour of a country, and that wine preferences and perceptions can therefore differ cross-culturally (Corduas *et al.*, 2013; Silva *et al.*, 2016; Romeo *et al.*, 2010; Yoo *et al.*, 2013).

Culture is learned through socialisation, which is a process whereby individuals observe the fundamental values, experiences, customs, standards, and behaviours related to their culture (Babin & Harris, 2018; Schiffman & Wisenblit, 2019). Consumers' lifestyle can therefore be a reflection of their upbringing, as individuals imitate observed behaviours and incorporate these into their lifestyles (Babin & Harris, 2018; Schiffman & Wisenblit, 2019). Therefore, the social environment created by family influences the development of an individual's alcohol consumption patterns, from adolescence into adulthood (Castriota, 2020; Schiffman & Wisenblit, 2019). Weightman *et al.* (2019) reported that some South African wine consumers grew up with family members who consumed wine often, especially with meals; therefore, they tend to practise the same behaviour in their adulthood. A consumer can therefore be motivated to consume alcohol because it is a family tradition (Anchor & Lacinová, 2015).

Furthermore, in a seminal wine-related lifestyle study, Bruwer *et al.* (2002) argued that, for ritual-orientated wine consumers, wine plays an integral role in their lifestyles, as they follow wine consumption rituals. A ritual refers to a periodically repetitive symbolic action that occurs in a specific order, and can include everyday, ordinary consumption activities (Schiffman & Wisenblit, 2019; Solomon, 2018). Wine can hold symbolic meaning to some consumers who consume wine as a ritual (Taylor *et al.*, 2018). Examples of consumption rituals that wine consumers follow include drinking wine

daily, storing wine in a cellar or decanting wine, that is, pouring wine into another container when opening a bottle (Bruwer *et al.*, 2002; Sharma *et al.*, 2020).

An example of differences in wine consumer behaviour is seen when comparing the wine consumers of China, an Eastern culture, to those of France, a Western culture. In China, wine is consumed as a symbol of status, whereas, in France, wine is typically consumed purely for enjoyment and as a traditional, everyday ritual (Mouret *et al.*, 2013). It can therefore be argued that consumers differ in their wine product consumption behaviour due to their socio-geographic dissimilarities (Yoo *et al.*, 2013). Consequently, South African wine consumers may also differ from other countries in their wine consumption behaviour. However, due to a dearth of published research in this domain, very little is known about the wine consumption behaviour of South African wine consumers.

In summary, the motive of tradition for wine consumption is primarily based on wine-related cultural factors that seemingly differ across countries (Corduas *et al.*, 2013). The current South African study was a semi-replication of the Swiss-based study of Brunner and Siegrist (2011), and the results could thus be compared. The present study established to what extent South African wine consumers are driven to consume wine due to tradition and if specific segments drink wine because it is a part of cultural and family traditions.

The next motive that was investigated among South African wine consumers was fun, which is reviewed next.

3.4.8. Fun

Some consumers may cite fun as a significant motive to consume wine (Taylor *et al.*, 2018). Wine can enhance consumers' well-being and aid them in feeling good (Anchor & Lacinová, 2015; Moran & Saliba, 2012; Solomon, 2018). As mentioned before, the consumption of a product has the ability to provide hedonic value to a consumer, by eliciting instant enjoyment upon experiencing the product (Babin & Harris, 2018). Wine consumption is mainly hedonic in nature, as wine can elevate a consumer's mood and increase his or her enjoyment and pleasure (Ogbeide & Bruwer, 2013; Sharma *et al.*, 2020; Solomon, 2018). Consumers also tend to find that drinking wine with friends or

when celebrating an occasion, such as a wedding, increases the element of fun (Mouret *et al.*, 2013; MacDonald *et al.*, 2013; Thach, 2012). Therefore, the wine product can play a role in a consumer's leisure time by providing the consumer with a fun experience (Mouret *et al.*, 2013; Sharma *et al.*, 2020).

A wine consumer's motive to consume wine for experiential processes, such as having fun, is often regulated by their involvement with the product (Charters & Pettigrew, 2008). Liu *et al.* (2014) argue that low-involvement wine consumers are likely to only consume wine for fun on special occasions, while, for highly involved and knowledgeable wine consumers, wine generally evokes delightful emotions upon consumption and aid consumers in having fun (Calvo-Porrá *et al.*, 2020).

In a pioneering wine lifestyle segmentation study, Bruwer *et al.* (2002) identified an Australian wine market segment named 'enjoyment-oriented social wine drinkers', who consume wine purely for the pleasure and enjoyment thereof. The study found that enjoyment-oriented wine consumers also like to use wine as a celebratory drink, drunk to celebrate an occasion (Bruwer *et al.*, 2002).

The current study investigated the importance of fun as a lifestyle-related motive for wine consumption by identifying if drinking wine to have fun, to celebrate something, or to feel good plays an integral role in South African wine consumers' consumption behaviours (Brunner & Siegrist, 2011).

Some consumers may drink wine due to it offering an intellectual challenge. This is discussed below.

3.4.9. Intellectual challenge

According to Brunner and Siegrist (2011), consumers who consume wine for an intellectual challenge appreciate the stimulation derived from the sophistication of different tastes experienced during consumption. Trying new types of wines and wine varietals also stimulates consumers who consume wine for the intellectual challenge thereof (Brunner & Siegrist, 2011). As mentioned before, the wine product is complex and has many product attributes, tastes, styles, and levels of quality (Anchor & Lacinová, 2015; Olsen, Atkin, Thach & Cuellar, 2015). Due to the complexity of the

wine product, many consumers enjoy the intellectual benefits this diverse product category holds (Thach, 2012). Consumers who appreciate different wine styles, grape varieties or varietals and regions of origin can be referred to as variety-seeking consumers. It can be argued that consumers who seek variety also enjoy the intellectual challenge of wine consumption (Olsen *et al.*, 2015).

Evidently, variety-seeking behaviour is related to wine product involvement (Ellis & Thompson, 2018; Olsen *et al.*, 2015). Wine consumers with higher involvement tend to have a greater knowledge of the complexity and variety of the wine product than wine consumers with lower levels of involvement. Therefore, their high involvement leads them to consume a greater variety of wine products (Olsen *et al.*, 2015).

Although many consumers are intimidated by making a wine purchase decision and tend to repurchase a familiar wine product, others tend to enjoy the adventure of choosing a different wine every time (Ellis & Thompson, 2018). Variety-seeking consumers often wish to select a new alternative instead of a familiar product. Therefore, the argument can be made that consumers who enjoy trying new alternatives seek product diversity (Olsen *et al.*, 2015; Solomon, 2018). The wide selection of wines available and the different attributes to consider when purchasing or consuming wine enables variety-seeking consumers to effortlessly try new wine products (Ellis & Thompson, 2018). Evidently, wine is a suitable product for consumers who seek variety and an intellectual challenge (Olsen *et al.*, 2015).

In this study, intellectual challenge was investigated as a lifestyle or motive for wine consumption among South African wine consumers, to identify which segments, if any, appreciate the intellectual challenge of wine.

In conclusion, different motives or lifestyles can influence wine consumption behaviour. In addition, different types of wine consumers might also make different wine purchase decisions. In a semi-replication of a study conducted by Brunner and Siegrist (2011), the present study investigated three segmentation variables: *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*.

The previous sections of this chapter reviewed involvement and motive or lifestyle. Purchase behaviour is discussed next.

3.5. WINE PURCHASE BEHAVIOUR

In this study, *Purchase behaviour* was used as the final of three segmentation variables used to segment the South African wine market. As proposed by Brunner and Siegrist (2011), this segmentation variable relates to what consumers pay attention to when purchasing wine.

Wine is mainly evaluated through the human senses of sight, smell, and taste (Harlan, 2016). Therefore, wine can be categorised as an 'experience product', as the quality of the product can only be evaluated after consumption (Agnoli *et al.*, 2016; Ellis & Thompson, 2018; Kallas *et al.*, 2013). As discussed in Chapter 2, the wine product is complex and comprises many intrinsic and extrinsic attributes. Moreover, the wine product is intricate, due to various levels of quality, different tastes, various types, and grape varieties (Anchor & Lacinová, 2015). The wine product also has many more product attributes than other alcoholic beverages such as beer or spirits, which increases the risk of the purchase decision (Charters & Gallo, 2014; Kallas *et al.*, 2013; Yabin & Li, 2020).

Because the product varies to such an extent, consumers have very different wine product preferences (Anchor & Lacinová, 2015). Given the intricacy of the wine product with its many product attributes, wine marketers need an in-depth understanding of what factors drive or affect wine purchase behaviour, to be able to use these insights in their marketing strategies (Dobele *et al.*, 2018).

One aspect that might influence wine purchase behaviour is occasion. Wine is a product that is consumed in various settings and on a variety of occasions (Liu *et al.*, 2014), and the reason for the purchase influences the consumer's purchase decision (Solomon, 2018). Consumers purchase wine for special occasions, such as a special dinners or celebration, social occasions, for personal consumption at home, or for gift-giving. The wine may be consumed off-premise (at home) or on-premise, for example, at a restaurant (Boncinelli, Dominici, Gerini & Marone, 2019; Charters & Gallo, 2014). Consequently, the weight of the importance placed on product attributes, for example, price, will vary from situation to situation (Kallas *et al.*, 2013; Liu *et al.*, 2014). Consumers are likely to spend more on wine for a special occasion or as a gift than on wine for their own consumption at home (Boncinelli *et al.*, 2019; Liu *et al.*, 2014; Roe & Bruwer, 2017).

Therefore, the purchase occasion is imperative to consider in wine segmentation, as consumer behaviour can vary depending on the context of a specific occasion (Dobele *et al.*, 2018; Kallas *et al.*, 2013; Thach, 2012). The current study was context-specific, because it focused on South Africans' wine purchasing for their own consumption. Selecting a specific situation for this study increased the validity of the results, as it reflected a particular context that affects the consumer's purchase decision. If the purchase occasion was not considered in the current study, the respondents might have responded from different perspectives, which could have negatively affected the validity of the study.

The consumer purchase decision-making process generally has five stages: need recognition, search for information, evaluation of alternatives, purchase, and post-purchase evaluation (Babin & Harris, 2018; Berman *et al.*, 2018; Kotler & Armstrong, 2018). Grunert, Hieke, and Juhl (2018) posit that the information search is often the main stage of the consumer decision-making process, especially for consumers with a high involvement in the product. During the search for information, the consumer recognises alternatives that could solve their problem, and subsequently examines the product attributes or features of each alternative (Babin & Harris, 2018; Berman *et al.*, 2018). Therefore, the *Purchase behaviour* segmentation variable of this study relates to the information search (and evaluation of alternatives) phase of the purchase decision-making process. Accordingly, this segmentation variable investigated the wine product purchase criteria (wine product-related attributes) that consumers pay attention to when buying wine (Brunner & Siegrist, 2011).

An information search can be regarded as a risk-reduction strategy (Kallas *et al.*, 2013). Since the wine product and the related purchase decision-making process are both complex, the perceived risk of making a poor wine purchase decision is often high (Bruwer *et al.*, 2014; Charters & Gallo, 2014). The perceived risk refers to the negative consequences a consumer believes they can encounter due to making a wrong purchase decision (Solomon, 2018). The consumer then uses risk-reduction strategies to lower the perceived risk, in an attempt to make the right purchase decision (Anchor & Lacinová, 2015). The more formal the consumption situation or purchase occasion for wine is, the higher the perceived risk of the wine selection will be (Anchor & Lacinová, 2015).

Consumers rely on both intrinsic and extrinsic product attributes to make judgments about the quality of wine (Bruwer & Buller, 2012; Castriota, 2020; Dobebe *et al.*, 2018). However, since the intrinsic attributes can only be evaluated once the consumer tastes the wine, consumers rely primarily on extrinsic product attributes to predict the quality of an unknown product when making a purchase decision (Castriota, 2020; Chamorro, Rubio & Miranda, 2015; Di Vita *et al.*, 2019; Dobebe *et al.*, 2018; Ellis & Thompson, 2018). This consumer weighs the extrinsic product attributes as a risk-reduction strategy to lower the chance of making a poor decision (Charters & Gallo, 2014; Sharma *et al.*, 2020; Spielmann, 2015).

Besides the purchase occasion and the perceived importance of product attributes, consumers' levels of wine involvement and knowledge also influence their search for information and, ultimately, their purchase behaviour (Kallas *et al.*, 2013; Solomon, 2018). The importance of wine product attributes in the purchase decision-making process increases as a consumer's level of wine involvement increases (Bruwer *et al.*, 2014; Lategan, Pentz & Du Preez, 2017). Consequently, the product attributes that consumers use to judge the perceived wine quality during a purchase decision also differ according to their level of wine product involvement (Bruwer *et al.*, 2014).

As a consumer's wine knowledge and expertise increases, so does the likelihood of the consumer using different product attributes as a cognitive reference framework to process information when making a wine-related decision (Canziani *et al.*, 2016; D'Alessandro & Pecotich, 2013). Since wine is an information-intensive product with many product attributes, novice wine consumers are often overwhelmed by the volume of information and product attributes when they need to make a wine purchase decision (Agnoli *et al.*, 2016; Robertson *et al.*, 2018; Solomon, 2018). Novice wine consumers tend to focus on extrinsic attributes when making a purchase decision, and they review fewer product attributes than more experienced (expert) wine consumers (Ellis & Thompson, 2018; Solomon, 2018).

Experts, who are highly knowledgeable about a product, are known to conduct a selective information search that is more methodical and concentrated, as they are usually familiar with what information is essential (Ellis & Thompson, 2018; Solomon, 2018). Consumers who are highly knowledgeable about a product are more likely to use the information they already have, rather than consult other sources (Schiffman &

Wisnblit, 2019). These consumers tend to have the ability to search for the most noteworthy product attributes, and they simply screen what they consider unimportant information. For example, expert wine consumers might immediately pay attention to the grape variety of a wine product, while novice consumers may be uncertain about what to base their purchase decision on (Hall, 2016).

Seemingly, the more product knowledge a consumer has, the less extensive their external information search will be (Schiffman & Wisnblit, 2019). Having a high level of wine knowledge brings security in making a correct wine purchase decision, lowering the need to use risk-reduction strategies (Marques & Guia, 2018; Ogbeide & Bruwer, 2013).

As a result of the information search, the consumer builds a 'consideration set', which refers to the selected alternatives of products that the consumer takes into account during the purchase decision-making process (Babin & Harris, 2018; Berman *et al.*, 2018). Researchers suggest that wine consumers with high levels of knowledge have large consideration sets, since they have strong expertise and the skill to search for the correct information about wine product alternatives (Ellis & Thompson, 2018; Hall, 2016).

Following the information search, the consumer evaluates the alternatives in the consideration set by determining the importance of the product attributes of each option (Babin & Harris, 2018). The consumer typically ranks the alternatives (Berman *et al.*, 2018; Kotler & Armstrong, 2018), and then selects the most favourable option. This is followed by the purchase act, whereby the consumer pays for and takes ownership of the product (Berman *et al.*, 2018). In the final stage, the post-purchase evaluation, the consumers decide whether they are satisfied with their purchase decision (Babin & Harris, 2018; Solomon, 2018).

Since the wine product comprises many product attributes, wine marketers may find it challenging to determine which wine product attributes impact consumers' purchase decisions (Santos *et al.*, 2020). The importance of wine product attributes during a purchase decision can vary across consumer segments (Dobele *et al.*, 2018; Robertson *et al.*, 2018). Therefore, knowledge of different wine market segments' perceived importance of distinct product attributes provides a wine marketer with a competitive advantage, as more unique and effective targeted marketing strategies

can be developed, which, in turn, can lead to increased sales (Famularo *et al.*, 2010; MacDonald *et al.*, 2013; Madureira & Nunes, 2013; Tang *et al.*, 2015; Wolf *et al.*, 2018).

Purchase behaviour was considered an appropriate segmentation variable for the present study, as wine purchase behaviour is intricate and varies greatly amongst consumers (Hlédik & Harsányi, 2019). In the present study, the wine purchase behaviour of a sample of South African wine consumers was explored based on what consumers pay attention to when purchasing wine. The results of this study revealed how purchase behaviour varies among South African wine market segments based on the relative importance of the following wine product purchase criteria (*Purchase behaviour* sub-variables): intrinsic aspects, rating, recommendation, heritage, and bargain.

3.5.1. Intrinsic aspects

As previously mentioned, intrinsic attributes are the features of the wine product that directly relate to the actual product, while extrinsic attributes are indirectly related to the content of the product (Madureira & Nunes, 2013). It must, however, be noted that it seems that Brunner and Siegrist (2011) used the term *intrinsic* to refer to the basic characteristics of the wine product. The *intrinsic* factor formulated by Brunner and Siegrist (2011) included both intrinsic and extrinsic attributes.

On the one hand, the attributes that form part of *intrinsic aspects* factor include the vintage, grape variety, and alcohol level of the wine. On the other hand, the extrinsic attributes of the *intrinsic aspects* factor include the information on the label, producer/brand, provenance, and price of the wine (MacDonald *et al.*, 2013; Madureira & Nunes, 2013). Therefore, to ensure consistency in the semi-replication of Brunner and Siegrist's (2011) study, the term *intrinsic aspects* is also used to refer to the overall basic properties of the wine product in the present study.

As a sub-variable of *Wine purchase behaviour*, the current study explored the importance of *Intrinsic aspects* when South African wine consumers make a purchase decision. Moreover, the present study compared the identified segments in the relevance of intrinsic aspects as a wine product purchase criterion. The following

section reviews the product attributes that constitute intrinsic aspects, proposed by Brunner and Siegrist (2011).

3.5.1.1. All the information on the label

The label on a bottle of wine provides information on the product, and can play a crucial role in the wine purchasing process (Corduas *et al.*, 2013; Sherman & Tuten, 2011).

A typical bottle of wine carries both a front and a back label, which assist many consumers when making a wine purchase decision (Anchor & Lacinová, 2015). The front label of the bottle usually provides information about the brand name or producer, region of origin, grape variety, and vintage (Anchor & Lacinová, 2015; Lockshin & Corsi, 2012; Puckette, 2012; Sherman & Tuten, 2011; Tang *et al.*, 2015). The back label usually provides information on the taste of the wine, a suggested food pairing, the alcohol percentage by volume, the production method of the wine, and the history of the winery (Anchor & Lacinová, 2015; Mueller, Lockshin, Saltman & Blanford, 2010; Dobele *et al.*, 2018; Tang *et al.*, 2015). In addition to a front and back label, a sparkling wine bottle usually also carries a neck label, which also includes information, such as the brand name and/or logo (Procidano *et al.*, 2021).

Labels vary amongst countries (Clarke, 2017). The following information typically appears on a South African wine label: the estate or producer of the wine, the grape variety, the vintage year, the alcohol percentage by volume, the volume of the wine product, a health warning, and the statement that the wine contains sulphites (if applicable) (SAWIS, 2019b). Since wine consumers cannot truly evaluate the wine until they have consumed it, the label provides cues regarding the quality of the wine in the form of, for example, the producer of the wine and the country and/or region of origin (Corduas *et al.*, 2013; SAWIS, 2019b).

Lockshin and Corsi (2012) suggest that consumers tend to be more interested in the information on the wine label than the attractiveness of the label. Conversely, Madureira and Nunes (2013) maintain that the wine label plays an important communicative role between the wine producer and the wine consumer. It has also been found that consumers searching for wine often examine wine labels before they

request assistance from additional sources such as salespeople (Procidano *et al.*, 2021; Sherman & Tuten, 2011).

It can furthermore be argued that the information that consumers seek from a wine label also varies depending on their level of involvement or knowledge (Mueller *et al.*, 2010). Regarding the back label, highly involved and knowledgeable wine consumers tend to seek an elaborate description of the taste, while less involved and knowledgeable consumers might prefer a more basic taste description (Mueller *et al.*, 2010). Mueller *et al.* (2010:23) provide an example of an elaborate taste description: “displaying elements of dark chocolate, ripe plums, and finely chalky tannins”, while a simple description could read: “a full-bodied red wine”.

For consumers who are less knowledgeable about the wine product, the wine label and packaging are usually the only sources of visible and immediate information about the wine product to which they have access when making a purchase decision (Laeng, Suegami & Aminihajibashi, 2016; Tang *et al.*, 2015), and they base their decision solely on the information presented to them on the wine label (Tang *et al.*, 2015). It is therefore clear that the wine label has power in attracting and convincing a wine consumer to make a purchase (Madureira & Nunes, 2013; Procidano *et al.*, 2021).

However, instead of processing all the information of the wine label, a consumer may focus solely on the vintage during the decision-making process. Vintage is discussed next.

3.5.1.2. The vintage

Wine product can be categorised according to vintage, that is, the year in which the grapes were harvested (Puckette & Hammack, 2015). As discussed in Chapter 2, different vintage year yield different flavours and levels of quality of the wine product, mainly due to yearly fluctuations in weather conditions that impact the growth of the wine grapes (Castriota, 2020; Grainger & Tattersall, 2016). Therefore, changes in the weather year after year immediately influence the quality and taste of the wine (Charters, 2006). If the weather conditions of a vintage year were favourable, it could be expected that the quality of that vintage’s wine would also be good (Castriota, 2020).

Chamorro *et al.* (2015) argue that consumers in the USA do not consider vintage a critical wine aspect when purchasing wine. Stanco, Lerro and Marotta (2020), however, contend that vintage is important in consumers' purchase decisions. However, the findings of Stanco *et al.* (2020) relate to Italian wine consumers. Therefore, it could be argued that the importance of vintage when making a wine purchase decision may differ across cultures.

Besides differences between countries in prioritising vintage in the purchase decision, the findings of Bruwer and Buller (2012) suggest that consumers' level of wine knowledge also plays a role in their perception of the importance of vintage. Bruwer and Buller (2012) argue that the importance of vintage in consumers' purchase decision increases as their wine knowledge increases. Consumers with little knowledge of wine (novices) consider vintage one of the least important product attributes.

In contrast, Robertson, Ferreira, and Botha (2019) state that novice consumers, who are less confident in their wine purchase decisions, are more likely to purchase an expensive, older vintage, that is, a well-aged wine, in an attempt to ensure a good purchase. This is because novices perceive an old vintage as a sign of high-quality wine. It is a commonly held belief that a relationship exists between the price and the vintage of a wine: as the wine ages, the price of the wine increases (Robertson *et al.*, 2019). Consequently, the attribute of vintage could be used as an indicator of the quality of the wine product in the purchase decision (Li, Jia, Taylor, Bruwer & Li, 2011; Robertson *et al.*, 2019).

Consumers who are knowledgeable about the influence of vintage on a wine product should be surer whether or not a product is worth purchasing (Charters, 2006).

Another intrinsic aspect that consumers may consider when buying wine is origin, which is discussed next.

3.5.1.3. The origin

The origin is the geographical area where the grapes of the wine product are grown and where the wine is produced (Robertson *et al.*, 2018). Such a wine region could have scenery, culture, beliefs, and traditions that are unique to that area (Bizjak,

Hristov, Košmerl & Kuhar, 2018; Robertson *et al.*, 2018). Many wine regions have a reputation for the quality and style of wines they produce (Nallaperuma *et al.*, 2017). For example, Stellenbosch and Paarl are regions in South Africa that are known for producing high-quality Pinotage, Shiraz, and Cabernet Sauvignon red wines, while the Côte de Nuits wine region in Burgundy, France, is recognised for its Pinot Noir wine (Clarke, 2017).

According to Moulard, Babin, and Griffin (2015), consumers generally hold a particular image of a wine region. When wine consumers have a positive perception and a preference for wine from a specific region of origin, they typically perceive the products that originate from that region to be of a higher quality than wines from other regions (Chamorro *et al.*, 2015; Moulard *et al.*, 2015). Some consumers may purposefully seek wine from a foreign country, whereas others may have a preference for locally produced wine (Lockshin & Corsi, 2012).

Several researchers suggest that the origin of a wine is a product attribute that wine consumers can use as a quality indicator of the wine, to reduce the risk of making a poor purchase decision (Bruwer & Buller, 2012; Chamorro *et al.*, 2015; Kallas *et al.*, 2013; Sharma *et al.*, 2020; Tang *et al.*, 2015). Therefore, a positive image of a wine region may decrease a consumer's perceived risk of making a poor purchase decision and increase their perceived value of the wine product (Moulard *et al.*, 2015).

Furthermore, consumers' knowledge levels tend to impact their perception of the origin of a wine product (Spielmann, 2015). Agnoli *et al.* (2016) suggest that novice consumers are especially drawn to origin when making a wine purchase decision. Consumers might pay a higher price for a wine product from a well-known or familiar wine region when they are less knowledgeable about the quality of the wine product (Famularo *et al.*, 2010; Nallaperuma *et al.*, 2017; Sharma *et al.*, 2020). As consumers' levels of wine knowledge and involvement increase, the more they comprehend the region of origin of a wine, which can assist them in making a low-risk wine purchase decision (Famularo *et al.*, 2010; Lockshin & Corsi, 2012; Robertson *et al.*, 2018). Therefore, highly involved wine consumers are also likely to find the region of origin of wine important when making a wine purchase decision, as this increases the value of the product in their eyes (Chamorro *et al.*, 2015; Laeng *et al.*, 2016; Kallas *et al.*, 2013; Lockshin & Corsi, 2012).

Consumers may also consider the grape variety when making a purchase decision. This is reviewed in the following section.

3.5.1.4. Grape variety

Grape variety as a constituent of the wine product was introduced in Chapter 2 (Section 2.2.1). As mentioned, the grape variety of a wine product is the type of grape used to produce the wine (Robinson & Harding, 2015). Examples of the grape varieties cultivated in South Africa are: Chenin Blanc, Cabernet Sauvignon, Pinotage, Shiraz or Syrah, Chardonnay, and Sémillon (Puckette & Hammack, 2015).

The grape variety contributes to the outcome of the wine product, that is, whether the wine is a varietal or a blend, as well as the type of wine, ranging from white wine to sparkling wine (Grainger & Tattersall, 2016; Millon, 2013). Therefore, consumers might pay attention to the grape variety of the wine when making a purchase decision.

In 2020, the total South African sales of white wine, red wine, rosé, and sparkling wine (including the South African Cap Classique sparkling wine) respectively comprised 109 370 135 litres, 99 336 276 litres, 39 461 534 litres and 7 577 259 litres (SAWIS, 2020). Statistics published by SAWIS (2020) also indicate that, in South Africa, the most-sold white wine grape varietal of 2020 was Sauvignon Blanc (13 925 832 litres), whereas Merlot was the most-sold red wine grape varietal (5 966 800 litres). However, South African wine consumers seemingly prefer a blend of red grape varieties, as the sales of red blends comprised 11 660 186 litres in 2020, while only 2 721 055 litres of white blends were sold (SAWIS, 2020). South African consumers may therefore focus on grape variety when purchasing wine.

Contini, Romano, Scozzafava, Boncinelli, and Casini (2015) propose that the importance of the grape variety product attribute in the purchase decision differs cross-culturally. In New World wine countries (for example, Australia and New Zealand), consumers seemingly place more importance on grape variety than consumers in Old World wine countries (for example, France, Spain and Germany) (Contini *et al.*, 2015; Li *et al.*, 2018; Wine Folly, 2020). Therefore, wine consumers in South Africa, a New World wine-producing country, may also value grape variety in their purchase decision.

Research suggests that, as a consumer's wine knowledge and involvement increase, the importance of the grape variety in the purchase decision increases accordingly. In other words, for novice wine consumers, the grape variety is often of little significance, while expert wine consumers tend to prioritise grape variety in their purchase decisions (Bruwer & Buller, 2012; Bruwer, Burrows, Chaumont, Li & Saliba, 2014).

In addition to considering grape variety as an intrinsic aspect, the questionnaire of the current study also required respondents to indicate their preference of wine type — white, red, rosé, or sparkling.

Another aspect of wine purchase behaviour that was investigated in this study was alcohol level, which is discussed next.

3.5.1.5. Alcohol level

Traditionally, the wine product contains alcohol, as yeast transforms the sugar in a wine grape into ethanol (Puckette & Hammack, 2015). The presence of alcohol in wine can be identified through a warm sensation on the palate when tasting wine (Feely, 2015; Grainger & Tattersall, 2016). The level of alcohol in wine can range from low — less than 10% alcohol by volume, to high — more than 15% alcohol by volume (Grainger & Tattersall, 2016; Puckette & Hammack, 2015). Typically, the alcohol volume of wine should not be below 8.5%; however, as previously mentioned, the demand for non-alcoholic and low-alcohol beverages is increasing rapidly (Castriota, 2020; Jackson, 2014). Alcohol-free and de-alcoholised wines have an alcohol level below 0.05% by volume (Buglass, 2011; Stasi *et al.*, 2014), which is much lower than that of the traditional wine product.

According to Taylor *et al.* (2018), the level of alcohol in the wine product has an impact on a consumer's wine purchase decision. Previous studies of wine consumers in the USA, Australia, France, New Zealand, Spain, and South Africa found the wine product attribute of an alcohol level below 13% to be the least important in consumers' purchase decisions (Chrysochou, Krystallis, Mocanu, & Lewis, 2012; Bernabéu, Díaz, Olivas & Olmeda, 2012; Lategan *et al.*, 2017). Similarly, Bruwer and Buller (2012) contend that consumers, whether novices, lowly knowledgeable, or highly

knowledgeable, do not place much importance on the alcohol level of wine when making a purchase decision.

Therefore, based on research, it seems that the alcohol content of the wine product is of little relevance in the consumer's wine purchase decision. However, as previously mentioned, the demand for de-alcoholised wine, which contains almost no alcohol, is increasing. Some consumers might, therefore, find the alcohol content to be an essential determinant in their purchase decision.

Other consumers might focus on the producer or the brand of the wine, which is discussed next.

3.5.1.6. Producer/brand

A brand is an idea or concept in the form of a name, sign, symbol, term, design, or a combination of all of these aspects, that sets a seller apart from its competitors (Charters & Gallo, 2014). The brand name can represent other aspects, such as quality or reputation, to assist a consumer in reducing and mitigating risk during the purchase decision-making process (Contini *et al.*, 2015; Kallas *et al.*, 2013). In this way, the brand becomes a summary construct that contains all the brand-related information that the consumer has gathered. Consumers then retrieve the brand-related information from their long-term memory when making a purchase decision (D'Alessandro & Pecotich, 2013).

A wine brand covers two wine-related aspects, namely tangible and intangible features. Tangible features are wine attributes such as grape varieties, wine types, quality, and the label. Intangible features include characteristics such as the overall brand image, the image of the brand's region of origin, and the history of the brand (Charters & Gallo, 2014). Therefore, the wine's brand can serve as a mental shortcut that simplifies the wine purchase decision-making process for the consumer (Madureira & Nunes, 2013).

Using a brand as a quality signal relies on a consumer's familiarity with the brand (Bruwer & Buller, 2012; D'Alessandro & Pecotich, 2013). Wine consumers regularly take their past experiences with a wine brand into consideration when faced with many brand options on the wine shelf (Robertson *et al.* 2018). As consumers become more

familiar and experienced with a brand, they seemingly consult fewer other extrinsic cues, such as origin (Agnoli *et al.*, 2016; D'Alessandro & Pecotich, 2013). Moreover, consumers generally associate well-established brands with high quality (Boncinelli *et al.*, 2019). Therefore, consumers tend to rely on a brand when purchasing wine, as it can indicate quality and awaken embedded knowledge of the brand in the consumer's mind (Robertson *et al.*, 2018).

Wine consumers who have low wine involvement and knowledge levels will likely rely on a well-established brand when making a purchase decision, based on their trust in the brand (Kallas *et al.*, 2013; Madureira & Nunes, 2013).

Another wine-related aspect that consumers may consider when making a purchase decision, namely price, is reviewed next.

3.5.1.7. Price

There is widespread agreement that consumers use price as a quality signal of the wine product (Castriota, 2020; Contini *et al.*, 2015; Dobele *et al.*, 2018; Kallas *et al.*, 2013; Robertson *et al.*, 2018). Several aspects influence the price of wine, including the type of wine, the vintage, the wine region, the ageing potential of the wine, the technology used in production, and the reputation of the brand. For example, red and sparkling wines are generally more expensive than white wines and rosé, due to the more intricate technology employed to produce the wine. The quality of the wine product impacts the price consumers are willing to pay for it (Castriota, 2020). As shown in Table 5.2, the price of South African wine (per 750 ml) ranges from 'low' (less than R30) to 'ultra-premium' (more than R108).

Table 3.3: Price categories of South African wines

Price category	Price bracket
Low	Less than R30
Basic	R30 to R48
Premium	R49 to R72

Price category	Price bracket
Super-premium	R73 to R108
Ultra-premium	More than R108

Source: Adapted from SAWIS (2020)

Consumers often associate a high price with high quality (Panzone, 2014; Schiffman & Wisenblit, 2019). For example, a consumer may view wine with an ultra-premium price as a high-quality wine, and a low-priced wine (below R30) as a wine of poor quality. In short, customers perceive a relationship between price and product quality. Consequently, price is often used as a risk-reduction strategy during the wine purchase decision-making process, especially when limited product information is available (Kallas *et al.*, 2013; Madureira & Nunes, 2013).

Thach and Olsen (2015) note that involvement and knowledge influence the price that a consumer is willing to pay for wine. It has been found that the higher a consumer's wine involvement and knowledge levels are, the more the consumer would be willing to spend on a bottle of wine (Famularo *et al.*, 2010; Montgomery & Bruwer, 2013; Thach & Olsen, 2015). As highly involved wine consumers are often concerned about the mouthfeel (texture) and taste of wine, they will also easily pay a high price for high-quality wine (Sharma *et al.*, 2020). Consumers with low wine involvement and little knowledge also consider price when making a purchase decision (Contini *et al.*, 2015; Laeng *et al.*, 2016; Montgomery & Bruwer, 2013; Robertson *et al.*, 2018). These consumers may search specifically for low-priced wines (Contini *et al.*, 2015; Di Vita *et al.*, 2019; Kallas *et al.*, 2013).

Further, the importance of price varies depending on different situations (Sharma *et al.*, 2020). For example, consumers tend to search for a fair, moderate price when purchasing wine for their own consumption. In contrast, consumers who buy wine as an everyday grocery item in a supermarket often follow the same decision-making process as with their other grocery items, such as focusing on discounts and promotional offers (Sharma *et al.*, 2020). In short, a wine consumer's purchase

behaviour can be greatly influenced by price. In the present study, respondents had to indicate the price they would be willing to pay for different wine types, ranging from red to sparkling wine, for their own consumption.

To summarise, in the previous sections, vintage, origin, grape variety, alcohol level, producer/brand, and price were reviewed as components of the intrinsic aspects as a criterion in wine consumers' purchase decisions.

The next section discusses rating as a wine product purchase criterion.

3.5.2. Rating

The second wine product purchase criterion that consumers might pay attention to is the wine's rating. In the view of Brunner and Siegrist (2011), the rating criterion relates to consumers who study wines' reviews, ratings, or awards, and who follow wine advertising. Consumers can gather wine-related information from direct sources, such as wine journalism, wine reviews and ratings, wine club memberships, wine shows, and wineries' websites (Canziani *et al.*, 2016; Famularo *et al.*, 2010). Consumers can also consult wine guides to review wine product quality (Castriota, 2020). For example, South Africa's best-selling annual wine guide, Platter's South African Wine Guide, provides consumers with insight into the best South African wines on the market (Platter's Wine Guide, 2021). It is often expert wine consumers who utilise these direct sources (Canziani *et al.*, 2016; Laeng *et al.*, 2016).

Chocarro and Cortiñas (2013) suggest that ratings play an important role for both the retailer and the wine consumer. On the one hand, ratings support retailers in formulating pricing and advertising strategies. On the other hand, consumers rely on ratings when making a purchase decision and, in some cases, purchase wine solely based on ratings (Chocarro & Cortiñas, 2013). Therefore, favourable ratings by well-known sources and critics tend to increase the perceived quality of the wine product, which can lead to an increase in sales (Aqueveque, 2015; Chocarro & Cortiñas, 2013).

The current research study determined which South African wine consumer segments, if any, pay attention to ratings when buying wine.

Another source of information consumers might consider when purchasing wine is recommendations, as discussed in the following section.

3.5.3. Recommendations

Consumers often consult information sources when making purchase decisions (Canziani *et al.*, 2016), one of which is recommendations of others (Canziani *et al.*, 2016). Wine consumers may rely on recommendations from friends, family, acquaintances, or salespeople to assist them in making wine choices (Brunner & Siegrist, 2011; Taylor *et al.*, 2018). Since wine is an experience product, it is challenging to judge the quality of wine before consumption, which increases the risk of making a poor purchase decision (Agnoli *et al.*, 2016). To avoid making a poor purchase decision, novice consumers tend to rely on recommendations from sources such as experts, relatives, and friends when purchasing experience goods such as wine (Agnoli *et al.*, 2016; Bruwer & Buller, 2012; Szolnoki & Hoffmann, 2014). Therefore, recommendations are used as a risk-reduction strategy (Kallas *et al.*, 2013).

Prior research suggests that previous experience with a wine product seems to be the most important driver of wine purchases (Bernabéu *et al.*, 2012). However, other studies indicate that recommendations from various sources also play an important role (Bernabéu *et al.*, 2012). For example, Israeli wine consumers value recommendations of friends highly when making a purchase decision (Bernabéu *et al.*, 2012). Similarly, Chinese wine consumers find the opinions of peers to be very important when making wine-related decisions (Williamson, Lockshin, Francis & Loose, 2016). The present study also explored the importance of recommendations as a purchase criterion for South African wine consumers and, specifically, different wine market segments.

Novice wine consumers tend to focus less on wine attributes when making a purchase decision. Novices generally rely more on information from personal sources, such as friends' recommendations (Bruwer & Buller, 2012; Ellis & Thompson, 2018). Conversely, the higher consumers perceive their wine knowledge to be, the less they will see the necessity of gathering information from external sources such as

recommendations from others (Marques & Guia, 2018), and they may focus more on quality cues, such as the grape variety or vintage (Bruwer & Buller, 2012; Ellis & Thompson, 2018; Madureira & Nunes, 2013). Highly knowledgeable and involved wine consumers may, themselves, often be asked by friends or family for recommendations (Babin & Harris, 2018; Chocarro & Cortiñas, 2013; Solomon, 2018). However, Canziani *et al.* (2016) argue that a consumer's level of wine knowledge does not seem to have an influence on the perceived importance of wine recommendations from others. Furthermore, highly knowledgeable and experienced wine consumers might value recommendations from others as an objective opinion to confirm their wine-related perceptions and decisions (Canziani *et al.*, 2016).

Evidently, different wine consumer segments might value recommendations differently when making a purchase decision. As information in this regard is scarce in the South African context, the current study examined the degree to which different market segments pay attention to recommendations when purchasing wine for own consumption.

Another wine product purchase criterion that consumers might pay attention to when purchasing wine for their own consumption is heritage, which is discussed next.

3.5.4. Heritage

Brunner and Siegrist (2011) posit that consumers who pay attention to heritage when making a wine purchase decision focus on the wine producer and the production methods. Heritage relates to considerations such as whether a well-established producer produced the wine, whether it is locally produced, and whether it is made in a New World or Old World country (Brunner & Siegrist, 2011).

Consumers whose wine purchase decisions are driven by heritage might have a particular preference for the distinct winemaking procedures of New World or Old World countries. In other words, they might prefer wine from modern New World countries such as Australia and South Africa, or the traditional production processes of Old World countries such as France and Spain (Castriota, 2020; Flint *et al.*, 2016; Li *et al.*, 2018; Wine Folly, 2020).

In addition, some consumers focus on the sustainability of the wine production method, that is, if the wine is organic and the production process is environmentally friendly (Janssen *et al.*, 2020) and sustainable (Brunner & Siegrist, 2011). Consumers are increasingly purchasing organic food (Janssen *et al.*, 2020). This trend supports the view that heritage is a wine product purchase criterion.

Consumers who buy organically cultivated wine tend to be more health and environmentally conscious (Lockshin & Corsi, 2012). Although organic wines are usually more expensive than traditionally produced wines, health- and environmentally conscious consumers are often willing to pay more for sustainably produced, organic wine (Lockshin & Corsi, 2012). South African wine consumers, particularly Millennials, are becoming increasingly aware of sustainable wine practices (Distell, 2020; Duff & Young, 2021). Therefore, they might also be driven to purchase organic wine. Further, since organic wines are more expensive than traditional wines, Bernabéu *et al.* (2012) suggest that consumers with a high income are more likely to purchase organic wines than consumers who are more price-sensitive.

Therefore, the current research investigated whether wine segments within the South African market consider the heritage of a wine a product purchase criterion.

The present study also explored the importance of the wine being a bargain as a product purchase criterion. This is discussed in the next section.

3.5.5. Bargain

Price was previously discussed as a product attribute that a consumer may pay attention to when buying wine. The wine product purchase criterion *bargain*, identified by Brunner and Siegrist (2011), while seemingly related to price, signifies a consumer's preference for purchasing special, lower-priced offers. (Brunner & Siegrist, 2011). These consumers search for promotional prices, which are temporary reductions in the price of a product to attract customers (Kotler & Armstrong, 2018). Examples of price reductions include discounts or reduced prices for special events, for example, the festive season (Kotler & Armstrong, 2018).

It has been suggested that it lowly involved and less knowledgeable wine consumers are generally the ones who search for wine bargains (Contini *et al.*, 2015; Di Vita *et al.*, 2019; Kallas *et al.*, 2013). Contini *et al.* (2015) maintain that the price of the wine product highly influences consumers with low involvement, and that they are very likely to pay attention to promotional activities. Contini *et al.* (2015) further argue that consumers who seek out promotions tend to be brand loyal and purchase their preferred brand in high quantities when it is available at a low price, to enable them to wait for similar promotional activities in the future.

In contrast, highly involved and knowledgeable wine consumers are usually willing to pay relatively high prices for wine (Thach & Olsen, 2015). Therefore, it can be argued that expert wine consumers would be less focused on pursuing wine bargains. The current study investigated which segment(s), if any, focus on prioritising a bargain as a wine product purchase criterion.

To conclude, in conjunction with *Involvement* and *Motive/Lifestyle*, *Purchase behaviour* was used as a variable to segment the South African wine market. The relative importance of intrinsic aspects, rating, recommendation, heritage, and bargain as wine product purchase criteria for South African wine consumers was also explored. The study was further aimed at revealing differences in the wine product purchase criteria that different market segments pay attention to when purchasing wine. In addition to the main segmentation variables, other behavioural variables unique to this study also provided insight into South African wine consumers' behaviours. The questionnaire items covered the following behavioural variables: *Purchase frequency*, *Consumption frequency*, *Number of bottles purchased per month* (for own consumption), and *Prices that consumers are willing to pay for different wine types*.

3.6. CONCLUSION

This chapter highlighted the complexity of wine consumer behaviour. Consumers have different motives for wine consumption, and also pay attention to different product attributes (wine product purchase criteria) when making a purchase decision (Brunner & Siegrist, 2011). Consumers' level of involvement with the wine product plays a

regulating role in their consumption motives and purchase behaviour (Brunner & Siegrist, 2011; Lockshin & Corsi, 2012). As the consumption occasion of wine also influences consumer behaviour, the scope of the current study was limited to personal consumption (cf. Boncinelli *et al.*, 2019; Liu *et al.*, 2014).

The literature review makes it clear that a knowledge gap exists in terms of South African wine consumer segments, as limited studies have been conducted in this context. An opportunity to focus on segmenting the South African wine market was therefore identified, with the aim of making a substantial contribution to existing wine marketing literature. The results of this study could assist South African wine marketing practitioners in formulating more effective and better-targeted marketing strategies.

CHAPTER 4

RESEARCH DESIGN AND METHODOLOGY

4.1. INTRODUCTION

– “A problem well defined is a problem half solved.” –
Barry Babin and William Zikmund

In the previous chapter, it was suggested that wine marketers need to fully understand the South African wine market to increase sales in the wine industry. However, due to a knowledge gap in this regard, this study set out to explore South African wine consumer behaviour. Primary research was conducted to achieve the purpose of the study. This chapter addresses the research design and methodology employed in conducting the study.

Wiid and Diggins (2021) note that reliable and valid research is dependent on several aspects, including a clear definition of the research problem and a detailed description of the research methodology, such that that a study can be replicated with ease. In addition, data analysis methods that are suitable to meet research objectives should be selected, which should highlight the significance of the gathered data. Finally, research should be conducted ethically, to protect the mental and physical wellness of research respondents (Wiid & Diggins, 2021). All of these aspects were considered in the primary research phase of the current study, as discussed in this chapter.

This chapter consists of six main sections. In the first, an overview of the research process is provided. The second, details the problem statement and research objectives. The third describes the research design and methodology framework, indicating how the data were collected to address the research objectives of this study. The data analysis is discussed in the fourth section, followed by a review of the reliability and validity of the measures employed in this study, detailed in the fifth section. Finally, the ethical considerations that were applicable to this study are highlighted.

4.2. THE MARKETING RESEARCH PROCESS

A research process is often undertaken if a researcher faces a problem and realises that data are needed to address the specific situation (Babin & Zikmund, 2016; Wiid & Diggines, 2021). According to Babin and Zikmund, the marketing research process generally entails six stages, as illustrated in Figure 4.1. The six stages were also followed in the primary data collection phase of the current study, and will be addressed throughout this chapter.

Figure 4.1: The stages of the marketing research process



Source: Babin and Zikmund (2016)

First, the research objectives related to the research problem are defined, which are the goals that the researcher sets to meet through primary research (Babin & Zikmund, 2016; Saunders *et al.*, 2019). The research objectives are usually identified once the researcher has defined the research problem that needs to be addressed (Babin & Zikmund, 2016; Burns *et al.*, 2017). The research objectives determine the type of

research required (Babin & Zikmund, 2016; Wiid & Diggines, 2021). Therefore, the objectives lay the foundations for the second stage of the research process, namely the research design.

The research design is the framework of the data collection and analysis methods and techniques needed to address the objectives of the research study (Babin & Zikmund, 2016; Wiid & Diggines, 2021). In other words, it provides a plan of action for the researcher (Saunders *et al.*, 2019). After the research design has been established, a sample design must be determined, which is the third stage of the research process. Sampling refers to the procedure whereby a researcher selects a representative subset of the larger population (Bell *et al.*, 2015; Babin & Zikmund, 2016; Saunders *et al.*, 2019). The researcher also determines the desired sample size during the sampling phase (Babin & Zikmund, 2016).

Once sampling has been completed, data collection follows, which is the fourth stage of the research process (Babin & Zikmund, 2016; Wiid & Diggines, 2021). During data collection, the researcher gathers information from the sample (Bell *et al.*, 2015; Babin & Zikmund, 2016). The fifth stage of the research process is data analysis. Data analysis involves understanding the collected information by processing, summarising, and interpreting the data (Bell *et al.*, 2015; Babin & Zikmund). Next, in the final stage of the research process, the researcher draws conclusions about the analysed data and communicates the findings in the form of a written report (Babin & Zikmund, 2016; Saunders *et al.*, 2019; Wiid & Diggines, 2021).

The discussion of the current study's research process commences with the problem statement, the research objectives, and the hypotheses.

4.2.1. PROBLEM STATEMENT, RESEARCH OBJECTIVES, AND HYPOTHESES

Wiid and Diggines (2021) posit that the most important part of the research process is defining the research problem. A well-defined research problem leads to the collection of relevant and accurate information, instead of collecting unnecessary and irrelevant data (Babin & Zikmund, 2016).

4.2.2. Problem statement

Even though South Africa is among the top wine-producing countries in the world, the average South African wine consumer does not consume a large amount of wine. To illustrate, South Africa was the seventh-largest wine-producing country worldwide in 2020, with a production of 10.4 million hectolitres. Conversely, South Africa ranked 17th among the top wine-consuming countries, with a consumption of 3.1 million hectolitres (OIV, 2021). Evidently, South Africa is a larger wine producer than consumer. Statistics from SAWIS indicate that the South African wine industry faced a decrease in domestic sales of wine from 2018 to 2020 (SAWIS, 2020). The domestic sales of still and sparkling wine comprised approximately 396.5 million litres in 2018, whereas around 298.3 million litres were sold in 2020.

The regulations related to the COVID-19 pandemic also had a negative impact on the South African wine industry in 2020 (Low, 2020). The South African wine industry lost approximately R7 billion from March to August 2020 due to the 14-week ban on domestic wine sales and the five-week ban on wine exports (Vinpro, 2020a). Therefore, the South African wine market is in critical need of an increase in wine sales to recover some of the lost sales. Vinpro (2021c) reported that the domestic wine market accounts for nearly 66% of wine sales in South African wine industry. Therefore, South African wine consumers play a significant role in the South African wine industry. Wine marketers can assist South African wine producers with the recovery of sales by creating effective marketing strategies to increase wine sales. One way they can do this is to strongly focus on the domestic South African wine market.

However, wine marketers need an in-depth understanding of South African wine consumer to develop appropriate strategies to increase domestic wine sales and market share (Basson, 2020). Mass-marketing is often inadequate in reaching consumers in a wine market, as wine consumers differ in terms of their preferences and perceptions regarding the complex wine product (Anchor & Lacinová, 2015; Wolf *et al.*, 2018). Market segmentation is an effective method to study and address wine consumer behaviour, whereby a market is divided into smaller groups or segments according to consumers' shared sets of preferences, wants, and needs (Anchor &

Lacinová, 2015; Kotler & Keller, 2016). Accordingly, segments can be targeted with customised offerings (Schiffman & Kanuk, 2014).

Through the years, many wine segmentation studies have been conducted across the globe, ranging from Australia to Ireland (Szolnoki & Hoffmann, 2014). However, with the exception of a study conducted by Bruwer, Roediger, and Herbst (2017), there is a dearth of knowledge on wine consumer segments in the South African market. The argument can therefore be made that there is an urgent need for a formal academic segmentation study of the South African wine market, to assist wine marketers in strategy development. Segmentation will enable marketers to target specific segments based on the particular needs and wants of each unique segment (Schiffman & Kanuk, 2014).

In a pioneering study, Brunner and Siegrist (2011) segmented the Swiss wine market according to involvement, motive/lifestyle and purchase behaviour, which proved to provide unique wine consumer segments. Brunner and Siegrist (2011) called for their wine market segmentation study to be conducted cross-culturally and in other wine-consuming countries. To answer this call and address the lack of knowledge on consumer segments in the South African wine market, the decision was made to semi-replicate the Swiss study of Brunner and Siegrist (2011) in South Africa. The aim was to make a novel contribution to existing wine marketing literature, and also to assist South African wine marketing practitioners to formulate more effective and better-targeted marketing strategies, with the ultimate aim of increasing South Africa's domestic wine sales.

4.2.3. Research objectives

This study had one primary objective and five secondary objectives.

4.2.3.1. Primary objective

The primary objective of this study was to explore the involvement, motive/lifestyle, and purchase behaviour of South African wine consumers, with the aim of segmenting the wine market accordingly.

4.2.3.2. Secondary objectives

The following were the secondary objectives for each of the unique wine consumer segments identified. The study aimed to establish whether the different identified wine consumer segments differ significantly in terms of:

- 1) *Involvement* sub-variables;
- 2) *Motive/Lifestyle* sub-variables;
- 3) *Purchase behaviour* sub-variables; and
- 4) behavioural variables; and
- 5) to provide a profile of each distinct wine consumer based on the segmentation variables and behavioural variables investigated in the study.

It is important to note that all the objectives and hypotheses of this study relate to South African wine consumers' consumption- and purchase behaviour when wine is purchased for their own consumption.

4.2.3.3. Hypotheses

Hypotheses were formulated for each of the *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* sub-variables and the behavioural variables.

a) Hypotheses for *Involvement* sub-variables

- H₀₁: There is no significant difference between the identified wine consumer segments in terms of wine knowledge.
- H₀₂: There is no significant difference between the identified wine consumer segments in terms of interest in wine-related events.

b) Hypotheses for *Motive/Lifestyle* sub-variables

- H₀₃: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for self-expression.
- H₀₄: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for recreation.
- H₀₅: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for sociability.

- H₀₆: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for health-related reasons.
- H₀₇: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for style-related reasons.
- H₀₈: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine with food.
- H₀₉: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine as a tradition.
- H₁₀: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for fun.
- H₁₁: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for an intellectual challenge.

c) Hypotheses related to *Purchase behaviour* sub-variables

- H₁₂: There is no significant difference between the identified wine consumer segments in terms of paying attention to intrinsic aspects when buying wine.
- H₁₃: There is no significant difference between the identified wine consumer segments in terms of paying attention to rating when buying wine.
- H₁₄: There is no significant difference between the identified wine consumer segments in terms of paying attention to recommendations when buying wine.
- H₁₅: There is no significant difference between the identified wine consumer segments in terms of paying attention to heritage when buying wine.
- H₁₆: There is no significant difference between the identified wine consumer segments in terms of paying attention to bargains when buying wine.

d) Hypotheses for behavioural variables

- H₁₇: There is no significant difference between the identified wine consumer segments in terms of wine purchase frequency.
- H₁₈: There is no significant difference between the identified wine consumer segments in terms of wine consumption frequency.

- H₁₉: There is no significant difference between the identified wine consumer segments in the number of bottles of wine purchased per month.
- H₂₀: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for red wine.
- H₂₁: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for white wine.
- H₂₂: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for rosé.
- H₂₃: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for sparkling wine.

To address the objectives and test the hypotheses of the current study, a research design had to be established to ensure that the researcher collected and analysed data correctly and effectively (Bell *et al.*, 2015).

4.3. RESEARCH DESIGN AND METHODOLOGY

In this section, the different components of the research design and methodology of the current study are discussed, starting with secondary research.

4.3.1. Secondary research

Through secondary research, a researcher reviews previously gathered data, that is, existing data of other researchers that were collected with a purpose that differs from that of the researcher's study (Bell *et al.*, 2015; Burns *et al.*, 2017; Sreejesh *et al.*, 2014).

Advantages of secondary research include collecting data at a reduced cost in less time (Bell *et al.*, 2015; Burns *et al.*, 2017; Saunders *et al.*, 2019). Moreover, secondary data are readily available and relatively easily accessible (Babin & Zikmund, 2016; Burns *et al.*, 2017; Saunders *et al.*, 2019). Secondary data also enable the comparison of the researcher's primary collected data with the secondary data of other studies

(Saunders *et al.*, 2019). Secondary data also allows for cross-cultural analysis, as it provides a framework to compare the results of different country-based studies (Bell *et al.*, 2015). For example, the findings of this South African semi-replicated study could be compared with the results of the Swiss study on which the current study was based.

Last, secondary data also hold the advantage of giving the researcher background for the primary data to be collected, by allowing the researcher to review existing information related to the research purpose (Burns *et al.*, 2019; Saunders *et al.*, 2019). However, using secondary data also has possible disadvantages. For instance, the secondary data available have often been collected for a purpose different from the research objectives of the researcher's study (Babin & Zikmund, 2017; Saunders *et al.*, 2019). Further, it may in certain instances be difficult or expensive for the researcher to gain access to secondary data (Saunders *et al.*, 2019). Another disadvantage is that the definitions of variables used in the secondary data may differ from those of the researcher's study (Babin & Zikmund, 2016; Burns *et al.*, 2017; Saunders *et al.*, 2019).

Although secondary data may have disadvantages, reviewing secondary data was advantageous in the present study, as it assisted the researcher in defining a research problem and compiling a literature review to provide context to the study. For this study, articles from academic journals such as the British Food Journal, International Journal of Wine Business Research, and Wine Economics and Policy were explored to gather background information regarding wine consumer behaviour, specifically wine involvement, motives for wine consumption, purchase behaviour, and wine market segmentation. In addition, information from online platforms such as SAWIS, WOSA, and Vinpro were reviewed to gather information about the South African wine industry.

Through secondary research, it was concluded that there is a dearth of academic segmentation studies of the South African wine market, with the only notable study being that of Bruwer *et al.* (2017). Consequently, a knowledge gap was identified regarding the segmentation of the South African wine market. After the secondary research phase of the study had been concluded, the decision was made to semi-replicate the wine market segmentation study of Brunner and Siegrist (2011), in an

attempt to address this knowledge gap. The secondary research phase of this study guided the researcher in setting research objectives.

4.3.2. Primary research design

A two-phased research approach was employed. In the first phase, a focus group was held, and in the second phase, survey research was conducted. In the following section, both primary research phases are discussed in terms of type, research approach, and techniques. This discussion commences with an overview of the research philosophy.

4.3.2.1. Research philosophy

The research philosophy of a study, also known as a research paradigm, refers to the beliefs that a researcher holds about how knowledge is developed (Wiid & Diggines, 2021). A research philosophy guides a researcher's perspective and views of the world (Solomon, 2018). Typically, five main types of research philosophies are acknowledged, namely positivism, interpretivism, critical realism, postmodernism, and pragmatism (Saunders *et al.*, 2019). However, two contrasting research philosophies, positivism and interpretivism, are mainly used in research (Bell *et al.*, 2015; Wiid & Diggines, 2021). Whereas positivism supports scientific-based, quantitative research, interpretivism involves society-based, qualitative research (Wiid & Diggines, 2021). A positivist research philosophy was followed in the present study, as the main phase of this two-phased study was quantitative.

Positivism holds that social reality can be measured objectively, free from interference by the researcher (Bell *et al.*, 2015; Solomon, 2018; Saunders *et al.*, 2019; Wiid & Diggines, 2021). Therefore, a positivist researcher seeks to explore and explain a social reality through scientific research methods (Bell *et al.*, 2015; Park, Konge & Artino, 2020; Wiid & Diggines, 2021). A positivist approach leads to the development of explanatory relationships between phenomena (Park *et al.*, 2020). In the present study, the involvement, motive/lifestyle, and purchase behaviour of South African wine consumers were investigated, in order to segment the South African wine market.

Consequently, the results of the study explain differences in behaviour among different market segments, supporting the suitability of a positivistic paradigm.

A research philosophy usually has four foundations relating to the development of knowledge: ontology, epistemology, axiology, and methodology (Park *et al.*, 2020; Saunders *et al.*, 2019).

Ontology refers to assumptions about the nature of reality (Park *et al.*, 2020; Saunders *et al.*, 2019). The positivist ontology, that is, the nature of reality for the current study, was ordered. Therefore, the ontological assumptions were that a true, single social reality that is understandable and measurable exists. The social reality under study was South African wine consumers' behaviour (Park *et al.*, 2020; Saunders *et al.*, 2019).

Epistemology can be described as the theory of knowledge, and includes the researcher's assumptions about the nature of knowledge (Bell *et al.*, 2015; Park *et al.*, 2020; Saunders *et al.*, 2019). The positivist epistemology entails using a scientific method to gather observable and measurable facts in order to make generalisations to the larger population (Bell *et al.*, 2015; Saunders *et al.*, 2019). The data have to be gathered accurately and be a true reflection of reality. The researcher is separated from the research participants during data collection (Park *et al.*, 2020); therefore, the development of knowledge occurs objectively. The epistemology of the current positivist research study comprised the gathering of measurable information (data) of South African wine consumers by using a scientific method: a survey (cf. Saunders *et al.*, 2019).

Axiology is the degree to which the researcher's values impact the research process (Park *et al.*, 2020; Saunders *et al.*, 2019). With regard to the positivist axiology, the researcher plays an objective role in data collection; therefore, the research will not be influenced by the subjective values or input of the researcher (Bell *et al.*, 2015; Park *et al.*, 2020; Saunders *et al.*, 2019). The present researcher played an objective role in the data collection by not interfering with the responses of the research respondents.

Methodology is the way in which scientific research is conducted (Park *et al.*, 2020). When research is conducted with a positivist philosophy, the research methodology is typically quantitative, highly structured, and uses a large sample, which is associated

with survey research (Bell *et al.*, 2015; Saunders *et al.*, 2019; Wiid & Diggines, 2021). With a positivist research approach, reality is typically measured externally, through observation or a measurement instrument such as a questionnaire (Bell *et al.*, 2015). Accordingly, the present researcher used a measurement instrument, namely a questionnaire, to gather data from a sample of respondents.

In summary, as the main phase of this study was quantitative, structured, had a proposed sample size of 400, and used a questionnaire for data collection, it can safely be said that this study was positivistic. Notably, the positivist research philosophy is usually related to a deductive approach to theory development (Bell *et al.*, 2015; Saunders *et al.*, 2019), which is discussed next.

4.3.2.2. Approach to theory development

Theory development involves three approaches, namely a deductive, inductive or abductive approach (Bell *et al.*, 2015; Saunders *et al.*, 2019). The approach to theory development refers to the relationship between the theory and the research (Bell *et al.*, 2015). A deductive approach entails conducting research based on a theory and collecting information to test the theory, in the case of this study, market segmentation theory. In contrast, an inductive approach requires first collecting data to build a theory (Bell *et al.*, 2015; Saunders *et al.*, 2019; Wiid & Diggines, 2021). Last, an abductive approach is a combination of the inductive and deductive approaches, meaning that the researcher generates or changes a theory that already exists. The most widely used approach to theory development is the deductive approach (Bell *et al.*, 2015).

A deductive approach requires empirical research to address the research objectives and test hypotheses (Bell *et al.*, 2015; Wiid & Diggines, 2021). Through a deductive approach, an existing theory is revisited and tested by collecting data to establish the validity of the theory (Hair, Page & Brunsveld, 2020; Saunders *et al.*, 2019; Wiid & Diggines, 2021). Wiid and Diggines (2021) argue that the purpose of a deductive research approach is to validate an existing theory and, subsequently, determine if the theory is fitting and applicable to a different situation.

The present study was aimed at semi-replicating a Swiss wine market segmentation study performed by Brunner and Siegrist (2011) in the South African context. The

approach to theory development of this study was deductive, as the existing theory of Brunner and Siegrist (2011) and market segmentation was validated and addressed through empirical research. The setting of this study differed from that of the original study, as this study was adapted for a South African context, whereas the research of Brunner and Siegrist (2011) was based in Switzerland.

To conclude, the approach to theory development determines the role that theory plays in meeting the research objectives of the study. Saunders *et al.* (2019) maintain that another aspect of research design that should be considered in meeting research objectives of a study is the time horizon.

4.3.2.3. Time horizon

The time horizon for a research study can be cross-sectional or longitudinal. Cross-sectional research refers to a research study that investigates a specific situation at a specific point in time; therefore, it is a once-off investigation of a phenomenon using a sample of the population of interest (Bell *et al.*, 2015; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). Longitudinal research involves studying a phenomenon more than once, therefore repeatedly, over a period of time (Bell *et al.*, 2015; Burns *et al.*, 2017; Saunders *et al.*, 2019).

Cross-sectional research designs are generally associated with the survey research method, whereby information is gathered from a sample of a broader population (Bell *et al.*, 2015; Burns *et al.*, 2017; Sreejesh *et al.*, 2014). Therefore, cross-sectional studies allow the researcher to gather information that is representative of a target population (Wiid & Diggines, 2021; Sreejesh *et al.*, 2014). The current study explored the involvement, wine consumption motives or lifestyle, and purchase behaviour of South African wine consumers, in order to segment the South African wine market. Information was gathered once-off from a sample of South African wine consumers, using a survey. Therefore, the time horizon of the current study was cross-sectional.

The primary research of this study is addressed next.

4.3.3. Primary research

This section describes the primary research types, categories, and techniques employed in this study.

4.3.3.1. Primary research type

Three types of primary research exist, namely exploratory, descriptive, and causal research, of which exploratory and descriptive research were applicable to this two-phased study (Babin & Zikmund, 2016; Burns *et al.*, 2017; Wiid & Diggines, 2021).

Exploratory research involves conducting research to discover ideas or to gain insight into uncertain situations or specific topics (Babin & Zikmund, 2016; Saunders *et al.*, 2019). It is a type of research that is informal, flexible, and unstructured (Burns *et al.*, 2017; Saunders *et al.*, 2019). Exploratory research is often conducted to gain contextual background about a research problem before the researcher conducts further, conclusive research (Babin & Zikmund, 2016; Burns *et al.*, 2017). Therefore, exploratory research assists a researcher in gaining insight into a topic and defining or clarifying terms and concepts (Burns *et al.*, 2017; Saunders *et al.*, 2019; Wiid & Diggines, 2021). One exploratory research technique is the facilitation of a focus group (Burns *et al.*, 2017; Saunders *et al.*, 2019; Wiid & Diggines, 2021). The first phase of the present study involved conducting a focus group to gain insight into wine-related concepts from a sample of South African wine consumers. Therefore, this phase of the study was mainly exploratory.

The researcher employed descriptive research in the second and main phase of this study. Descriptive research describes the attributes or properties of individuals, groups, organisations, environments, or objects. Therefore, descriptive research is conducted to elaborate on a given situation or a population (Babin & Zikmund, 2016; Burns *et al.*, 2017; Wiid & Diggines, 2021). Babin and Zikmund (2016) suggest that descriptive research is an effective approach to identify and characterise market segments. The main purpose of the present study was to explore the involvement, motive/lifestyle, and purchase behaviour of South African wine consumers, and to subsequently segment the South African wine market accordingly. Therefore, the primary research type for the main phase of this study was descriptive, as the study

sought to describe the South African wine market and identify and profile market segments.

The type of primary research determines the type of primary research category or approach that a researcher will select. For example, exploratory research is associated with the qualitative research category, whereas descriptive or causal research is typically associated with the quantitative research category (Wiid & Diggines, 2021). The research categories employed in this study are discussed in the following section.

4.3.3.2. Primary research category

The objectives of a study can be addressed through two research categories: qualitative or quantitative research (Babin & Zikmund, 2016; Saunders *et al.*, 2019). This study comprised both a qualitative and quantitative approach, each applied in a phase. The first phase was qualitative and the second was quantitative.

Qualitative research does not employ numerical measurement, but is focused on gaining in-depth insight into and clarity regarding concepts (Babin & Zikmund, 2016; Wiid & Diggines, 2021). Qualitative research design is flexible, and can be adapted during the research process. Only a small sample size is usually required for qualitative research. The data are presented in the form of words, and the analysis thereof is subject to the researcher's interpretation (Wiid & Diggines, 2021). Therefore, the researcher plays a participating role in the research process (Wiid & Diggines, 2021).

As noted earlier, the present study was a semi-replication of a study conducted by Brunner and Siegrist (2011) in Switzerland. Douglas and Nijssen (2003) argue that cross-national research might be inaccurate when replicating the scales used in studies based in other countries. For this reason, it is imperative to investigate whether the scales used in a study in another country are relevant to the country or context of interest (Douglas & Nijssen, 2003). Since the present study was to be conducted in a South African context, the decision was made to employ a qualitative phase to establish whether the items and concepts in Brunner and Siegrist's (2011)

questionnaire would be understandable to South African wine consumers and applicable to South African context.

Once the qualitative phase had been completed, the quantitative phase commenced. In contrast to qualitative research, quantitative research comprises numerical measurement and statistical analysis of the gathered data (Babin & Zikmund, 2016; Wiid & Diggines, 2021). The purpose of quantitative research is to provide a description and explanation of a specific situation, and subsequently make generalisations and predictions about phenomena (Wiid & Diggines, 2021). A quantitative research design is structured and predetermined before the research commences (Wiid & Diggines, 2021). Further, the sample of a quantitative research study is usually relatively large in size (Wiid & Diggines, 2021). The data collected through quantitative research are numerical; therefore, the analysis of quantitative data is statistical (Wiid & Diggines, 2021). In quantitative research, the researcher remains objective, and does not influence the data collection and analysis, or the respondents (Wiid & Diggines, 2021).

The quantitative phase focused on gathering data from a sample of South African wine consumers regarding their involvement, motives/lifestyle, and purchase behaviour regarding wine by means of a survey. The numerical measurement of the quantitative phase enabled the researcher to form an understanding of the South African wine market and make generalisations and predictions about South African wine consumers' behaviour.

A quantitative phase was the main phase of this study, but both qualitative and quantitative data were used in addressing the research objectives. The research technique employed in each phase is discussed next.

4.3.3.3. Primary research techniques

The choice of research technique is dependent upon the choice of research approach (Wiid & Diggines, 2021). Two research techniques were applied in the present study, namely a focus group and a survey.

a) Focus group

For the qualitative phase of this study, a focus group was facilitated. A focus group is an exploratory, primary, and qualitative research technique that requires a moderator to facilitate an informal discussion about a specific topic between a group of participants (Bell *et al.*, 2015; Hair *et al.*, 2020; Wiid & Diggines, 2021). The researcher of a study is often also the moderator of a focus group, which was also the case in the current study (Wiid & Diggines, 2021). The role of the moderator is to guide the discussion among participants, and to ensure that the discussion remains related to the research topic (Bell *et al.*, 2015; Hair *et al.*, 2020; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). The moderator may also encourage discussion between participants, without interfering with their opinions (Babin & Zikmund, 2016; Wiid & Diggines, 2021).

A focus group allows a researcher to explore a topic in depth and to gain clarity and insight into the topic (Burns *et al.*, 2017; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). The topic of the focus group is generally related to the subject of the research problem (Sreejesh *et al.*, 2014).

The purpose of conducting a focus group discussion was to gain further insights from a South African perspective into wine-related terms and concepts that appeared in the questionnaire to be used in the quantitative phase. The researcher held the focus group discussion to ensure that the proposed questionnaire that was semi-replicated from the Swiss study was relatable and understandable to South African wine consumers. As noted earlier, it is essential to make sure that the scales borrowed from another study based in another country are contextually relevant to the country in which the researcher's study is based (Douglas & Nijssen, 2003). The findings of the focus group allowed the researcher to adapt the questionnaire to be used in the quantitative research phase to the South African context.

With regard to focus group size, some researchers suggest that a focus group should comprise six to 10 participants (Babin & Zikmund, 2016; Bell *et al.*, 2015), while others recommend six to 12 participants (Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). Participants of a focus group must be representative of the target population, to ensure that they have the required knowledge about the topic under study (Sreejesh *et al.*, 2014; Wiid & Diggines, 2021).

Since information is gathered from a number of participants at a given time in a focus group, it enables the rapid gathering of a considerable amount of information at a relatively low cost (Babin & Zikmund, 2016; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). Participants must be given the opportunity to each take part in an open, free-flowing, non-structured discussion (Wiid & Diggines, 2021). Each participant can respond to questions in their own words, ask questions, or comment on other participants' viewpoints (Hair *et al.*, 2020; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). A focus group technique permits 'piggybacking', whereby participants respond to and build on each other's views, instead of merely giving their individual opinions (Babin & Zikmund, 2016; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021).

Participants in research may find a focus group comprising many participants less threatening than a one-on-one interview, which could make them feel confident and comfortable in expressing their opinions (Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). Therefore, it is suggested that a focus group take place in an environment that is relaxed and comfortable, to encourage a free-flowing discussion (Wiid & Diggines, 2021). The focus group discussion of the present study was held in a conference room of a boutique hotel in Stellenbosch, with six South African wine consumers as participants.

It is further suggested that a focus group discussion be recorded, to enable the researcher to revisit the discussions as a source of information (Wiid & Diggines, 2021). The present study's focus group session was audio-recorded.

Literature contends that the most effective duration of a focus group session ranges from one to three hours (Hair *et al.*, 2020; Sreejesh *et al.*, 2014; Wiid & Diggines, 2021). The present study's focus group session lasted approximately one hour. Wiid and Diggines (2021) suggest that participants be rewarded for their participation in the focus group. The current study's focus group participants were rewarded with a gift voucher.

To conclude, a focus group could provide the information required to enable a researcher to conduct further descriptive research (Burns *et al.*, 2017). Wiid and Diggines (2021) suggest that a focus group be considered along with other research techniques in a research study. For this two-phased research study, the focus group session conducted in the first (qualitative) phase of the study assisted the researcher

in finalising the measurement instrument to be used in the second (quantitative) phase of the study, which was a survey.

b) Survey

For the quantitative phase of this study, the survey research technique was employed. The survey research technique involves collecting information from a sample of the target population at a specific time (Babin & Zikmund, 2016; Burns *et al.*, 2017; Sreejesh *et al.*, 2014). The survey strategy enabled the current researcher to collect a large amount of quantitative data on wine consumer behaviour, which allowed for descriptive and inferential analyses of the South African wine market (Saunders *et al.*, 2019).

There are two main approaches to surveys. An interactive survey approach allows direct interviewer–respondent interaction. In contrast, when using a non-interactive survey approach, respondents answer fixed questions, without direct interviewer–respondent interaction (Babin & Zikmund, 2016). As the present study investigated wine consumers' behaviour through respondents' answers to fixed factors, such as involvement, motives or lifestyle, and purchase behaviour, a non-interactive survey approach was followed. Surveys are highly suitable for collecting information on consumers' behaviours, attitudes, motives, opinions, lifestyles and preferences, amongst other factors (Babin & Zikmund, 2016; Wiid & Diggines, 2021), and was indeed effective in the present study.

The survey used in the present study was web-based survey, also known as an online survey — a link to the online questionnaire was posted on a website on the Internet, which respondents could access to complete the questionnaire (Bell *et al.*, 2015; Burns *et al.*, 2017; Wiid & Diggines, 2021). Web-based surveys are easy to facilitate and administer, and the cost is low (Burns *et al.*, 2017; Sreejesh *et al.*, 2014). Moreover, a web-based survey eases the process of data capturing and analysis, as the data are automatically recorded as respondents return their responses electronically (Bell *et al.*, 2015; Wiid & Diggines, 2021), which means the questionnaire used for the survey of the present study was computer-administered (Burns *et al.*, 2017).

A web-based questionnaire can be delivered quickly and easily to respondents (Babin & Zikmund, 2016; Wiid & Diggines, 2021). Likewise, the feedback from respondents is fast compared to receiving a paper questionnaire through the postal service (Wiid & Diggines, 2021). An online questionnaire is also convenient for respondents, as it makes it possible to read and submit it at any time (Wiid & Diggines, 2021). Using the 'forced response' function, which can only be done with an electronic survey, yields more complete questionnaires, as respondents cannot move on to the next question without answering the current one (Wiid & Diggines, 2021).

However, web-based surveys also have disadvantages, such as concerns about confidentiality. Respondents are often concerned about sharing confidential information on the Internet, for fear of fraud or identity theft (Wiid & Diggines, 2021). Respondents may be concerned that their anonymity is not guaranteed with an online survey, as an e-mail address is linked to the respondent's identity (Wiid & Diggines, 2021). Respondents in the present study were assured of the confidentiality and anonymity of their identity, and that the results would be reported without any personal identifiers.

Another disadvantage of online surveys is respondents not being computer illiteracy or they may have limited Internet access, either or which would prohibit participation in a web-based survey. These limitations are particularly prevalent in developing countries such as South Africa (Burns *et al.*, 2017; Wiid & Diggines, 2021). In the case of the present study, these factors may have limited participation; nevertheless, sufficient data were gathered to address the study's research objectives.

The design of the research instruments is discussed next.

4.3.4. Design of research instruments

For this two-phased study, two research instruments were designed: a discussion guide for the focus group and a self-administered questionnaire for the quantitative phase of the study. The purpose of the discussion guide for the focus group was to assist in developing and finalising the self-administered questionnaire used in the second phase of the study. The design each instrument is discussed next.

4.3.4.1. Discussion guide

A discussion guide is usually used for a focus group and can broadly be defined as the outline of discussions for the focus group (Babin & Zikmund, 2016; Schiffman & Wisenblit, 2019). The discussion guide includes an overview of the purpose of the focus group, the rules of the session, and questions and issues that the moderator will address during the discussions amongst participants (Babin & Zikmund, 2016; Hair *et al.*, 2020; Schiffman & Wisenblit, 2019). The discussion guide for the focus group applied during the qualitative phase of this study is available in Appendix A.

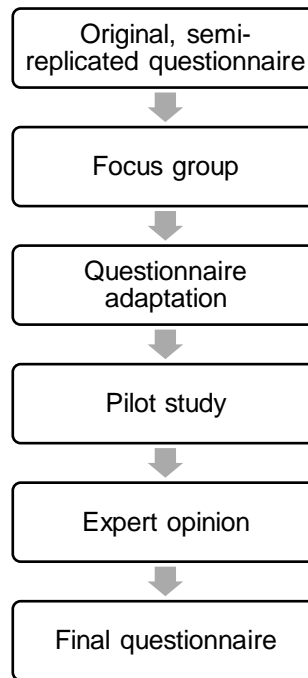
The purpose of the focus group was to investigate whether the items in the questionnaire designed by Brunner and Siegrist (2011) applied to and were well-understood by South African wine consumers. This was necessary, as questionnaire originated from a Swiss wine study.

The moderator (in this case, the researcher) requested participants to complete the proposed questionnaire (a semi-replica of the questionnaire used in the Swiss study), and thereafter encouraged a discussion among participants regarding their opinions of and suggestions for items in the proposed questionnaire. The focus group discussions assisted the researcher in designing and finalising the research instrument for the second, quantitative phase of this study, the self-administered questionnaire.

4.3.4.2. Questionnaire design

Questionnaire design involves a process of a researcher deciding on the factors to be measured, as well as the format, wording, and layout of the questionnaire (Burns & Veeck, 2020). The questionnaire employed in the current study was a self-administered questionnaire, which means respondents responded to the items without the assistance of the researcher (Babin & Zikmund, 2016; Bell *et al.*, 2015).

The development process of the self-administered questionnaire employed in this study is illustrated in Figure 4.2 and discussed next.

Figure 4.2: Questionnaire design process

a) Original, semi-replicated questionnaire

First, the proposed questionnaire of this study was designed based on the questionnaire developed by Brunner and Siegrist (2011). It was decided to adapt the questionnaire from a European (Swiss) context to a South African context. Therefore, as explained above, a focus group was held to ascertain whether any items or concepts in the questionnaire required adaptation to be applicable to the South African context.

b) Focus group and questionnaire adaptation

The focus group discussions were audio-recorded electronically. The verbal, qualitative data collected were then analysed and presented in a focus group report (cf. Burns *et al.*, 2017; Malhotra, 2020). The report contained the main findings, comments, and a summary of the suggestions of the participants (cf. Malhotra, 2020).

The focus group report is available in Appendix B. The questionnaire was adapted according to the recommendations of the focus group

c) Pilot study

Once the questionnaire had been adapted, it was subjected to a pilot study, to identify possible faults and to gather suggestions regarding the questionnaire design, as recommended by Burns and Veeck (2020). Burns and Veeck (2020) define a pilot study as a preliminary test of a questionnaire with a small sample that is representative of the target population of the study. A pilot study allows the researcher to collect data on a smaller scale, which data are then analysed to ensure that the research instrument is reliable and valid (Babin & Zikmund, 2016; Burns & Veeck, 2020). This enables the researcher to correct any errors before the survey is launched for the main study (Burns & Veeck, 2020).

The quality of quantitative research is based on the reliability and validity of the measures used to conduct the research (Burns & Veeck, 2020; Wiid & Diggines, 2021). The reliability of a measure indicates the internal consistency of the measure (Babin & Zikmund, 2016; Bell *et al.*, 2015). In other words, a measurement instrument must produce the same results time and again (Burns & Veeck, 2020; Wiid & Diggines, 2021). Therefore, a reliability analysis was conducted of the data collected from 10 respondents ($n = 10$) in the pilot study, to investigate the reliability of the instrument. As shown in Table 4.1, through a reliability analysis, a coefficient alpha was calculated for each of the sub-variables investigated in the pilot study.

Table 4.1: Pilot study reliability analysis results

VARIABLE/SUB-VARIABLE	NUMBER OF ITEMS	COEFFICIENT ALPHA (α)
<i>Involvement</i>		
<i>Knowledge</i>	8	0.94
<i>Events</i>	4	0.15
<i>Motive/Lifestyle</i>		
<i>Self-expression</i>	8	0.93
<i>Recreation</i>	6	0.74
<i>Sociability</i>	7	0.86

VARIABLE/SUB-VARIABLE	NUMBER OF ITEMS	COEFFICIENT ALPHA (α)
<i>Health</i>	6	0.85
<i>Style</i>	5	0.80
<i>Food</i>	3	0.72
<i>Tradition</i>	3	0.85
<i>Fun</i>	4	0.88
<i>Intellectual challenge</i>	2	0.76
<i>Purchase behaviour</i>		
<i>Intrinsic aspects</i>	7	0.46
<i>Rating</i>	4	0.68
<i>Recommendation</i>	5	0.59
<i>Heritage</i>	4	0.27
<i>Bargain</i>	2	0.75

The coefficient alpha (α) indicates if the different items of a scale converge at some point (Babin & Zikmund, 2016). The coefficient alpha ranges between 0 and 1, whereby a coefficient alpha equal to or higher than 0.70 indicates an acceptable, reliable measure (Hair *et al.*, 2020). Conversely, a coefficient alpha equal to or below 0.60 reflects poor reliability (Babin & Zikmund, 2016).

Based on a pilot study reliability analysis (see Table 4.1) and feedback from the pilot study's respondents, changes were made to the questionnaire. As shown Table 4.1, the coefficient alpha scores of *Events* ($\alpha = 0.15$), *Intrinsic aspects* ($\alpha = 0.46$), and *Heritage* ($\alpha = 0.23$) sub-variables were far below 0.60, indicating poor reliability. *Recommendation* had a score close to 0.60 ($\alpha = 0.59$). The low coefficient alpha scores may be attributable to the small sample ($n = 10$) (Pallant, 2016). However, a coefficient alpha below 0.60 can still be employed in a study (Gliem & Gliem, 2003). The items of the *Recommendation* sub-variable were not adapted, but some items of

the *Events*, *Intrinsic aspects*, and *Heritage* sub-variables were adapted (see Appendix C), based on the opinion of an expert.

d) Expert opinion

A measurement instrument has to be reliable and valid in order to be considered accurate (Babin & Zikmund, 2016; Bell *et al.*, 2015). A valid research instrument is one that measures what it is intended to measure (Wiid & Diggines, 2021). To evaluate the validity of the questionnaire used in the present study, an expert was consulted.

The validity of the measurement instrument was assessed by investigating the face (content) validity of the items. Face validity is the degree to which each measure matches the definition of the proposed concept (Babin & Zikmund, 2016; Hair *et al.*, 2020). The face validity of a measure is evaluated subjectively by a small group of respondents or experts in the research field, who decide if the measures are representative of a construct (Burns & Veeck, 2020; Hair *et al.*, 2020). In the present study, the adapted questionnaire for this study was reviewed by an expert — a researcher with a PhD degree in Wine Biotechnology from the external research company.

A few minor changes were made to the questionnaire, based on the recommendations of the expert. For example, it was recommended that the option “I never buy red/white/rosé/sparkling wine for my own consumption” be added to the list of options where respondents were requested to indicate how much they would be willing to pay per bottle for their own consumption for each of the aforementioned wine types. Another suggestion was to add examples to some Likert-type scale items of the *Intrinsic aspects* sub-variable of *Purchase behaviour*. For example, when referring to grape variety, an example, such as “Sauvignon Blanc or Merlot” was included, to ensure that the respondent understood what ‘grape variety’ means. The items that were used and/or adapted from the original Swiss study can be found in Appendix C.

In conclusion, some items of the original questionnaire were adapted based on the focus group’s feedback, the reliability analysis results, and the opinion of an expert. This assisted the researcher in creating a reliable and valid measurement instrument. Once the reliability and validity of the measurement instrument had been confirmed,

the adapted, final questionnaire was ready to be used to gather data in the main, quantitative, phase of the study.

e) The final questionnaire

Respondents had to respond to both open-ended and close-ended questions in the questionnaire (refer to Appendix D). When faced with an open-ended question, respondents had to answer it in their own words. For example, respondents had to explain why they prefer certain wine packaging. Close-ended questions required respondents selecting the answer that they perceive to be the most appropriate from a list (Babin & Zikmund, 2016; Schiffman & Wisenblit, 2019). For instance, respondents had to respond to wine-related statements by selecting one option of a six-point Likert-type scale.

The questionnaire was accompanied by an informed consent form, and participants had to indicate their consent to participate in the research. This form also informed them about their rights as research participants and the purpose of the research study (refer to Appendix D). The final questionnaire comprised five sections, which are discussed next.

Section A: Screening questions

Since the study was specifically aimed at investigating the behaviour of South African wine consumers, respondents had to meet certain inclusion criteria. The first section of the questionnaire contained three screening questions to determine: the respondent's age, nationality, and frequency of wine purchasing and consumption. Age was a vital criterion, as the legal age for alcohol consumption in South Africa is 18 years or older. Respondents had to be South African citizens, as the study was focused on South African wine consumers. To ensure that respondents were part of the wine market, they had to indicate whether they had consumed or purchased wine for their own consumption in the three months prior to completing the survey. This criterion also ensured that respondents had experience with the wine product, and could thus answer questions about wine consumer behaviour.

Section B: Demographic and behavioural questions

The demographic questions related to the respondents' gender, age, and province of residence assisted the researcher in creating a profile of different segments. The behavioural questions included questions about how often the respondent purchased and consumed wine, and how many bottles of wine the respondent purchases in different intervals (weekly, monthly, or less often). Respondent was also asked to indicate where they predominately purchased wine, their preferred wine type and packaging, and how much they would be willing to pay per bottle. Additionally, respondents had to indicate whether they consumed de-alcoholised wine, as the demand for de-alcoholised wine consumption is seemingly increasing in South Africa (Distell, 2020; MarketLine, 2020). The questions in Section B were unique to this study, as they were designed by the researcher and experts, and not replicated from Brunner and Siegrist's (2011) study. For example, the options for selection regarding the price that they would be willing to pay were presented in local currency, the South African rand.

Section C: Involvement

The respondents' wine involvement was measured through two sub-variables: *Knowledge* and *Events* (Brunner & Siegrist, 2011). Respondents had to demonstrate their wine knowledge, that is, how much information they had about the wine product. The respondents also had to respond to statements regarding attendance of wine-related events, such as wine seminars, wine tastings, wine tours, and visiting wineries, to measure their involvement with wine. In this section, respondents had to indicate their level of agreement with each statement on a six-point Likert-type scale, ranging from 1 = "Completely disagree" to 6 = "Completely agree". The results assisted the researcher in compiling and comparing different South African wine consumer segments in terms of the sub-variables of *Involvement*.

Section D: Motive/lifestyle

The fourth section of the questionnaire contained statements related to *Motive/Lifestyle*, which focused on respondents' motivation to consume wine.

Respondents may consume wine for different reasons, and the sub-variables of *Motive/Lifestyle* assisted the researcher in creating wine market segments based on the reasons for consuming wine. The *Motive/Lifestyle* variable, identified by Brunner and Siegrist (2011), had nine sub-variables, namely *Self-expression*, *Recreation*, *Sociability*, *Health*, *Style*, *Food*, *Tradition*, *Fun*, and *Intellectual challenge*. Respondents indicated their level of agreement with the statements on a six-point Likert-type. The results of this section provided insight into the motivation behind South African consumers' wine consumption.

Section E: Purchase behaviour

In the final section of the questionnaire, the purchase behaviour of South African wine consumers was investigated. Using a six-point Likert-type scale, respondents had to indicate the relative importance of the wine product purchase criteria (wine product-related attributes) to which they paid attention when making a purchase decision for their own consumption (Brunner & Siegrist, 2011). The sub-variables of the *Purchase behaviour* (wine product purchase criteria) were: *Intrinsic aspects*, *Rating*, *Recommendation*, *Heritage*, and *Bargain*.

The questionnaire was hosted on the online survey platform Qualtrics. As a web-based questionnaire can be spread to many respondents simultaneously (Bell *et al.*, 2015), the format assisted the researcher in realising a large sample of respondents of various ages and in different provinces. Being an online questionnaire, there was no interaction between a researcher and respondents during completion of the survey, and the researcher could therefore not influence respondents' responses (Bell *et al.*, 2015). Respondents had the freedom to answer the self-administered questionnaire at their own pace and in their own time (cf. Bell *et al.*, 2015).

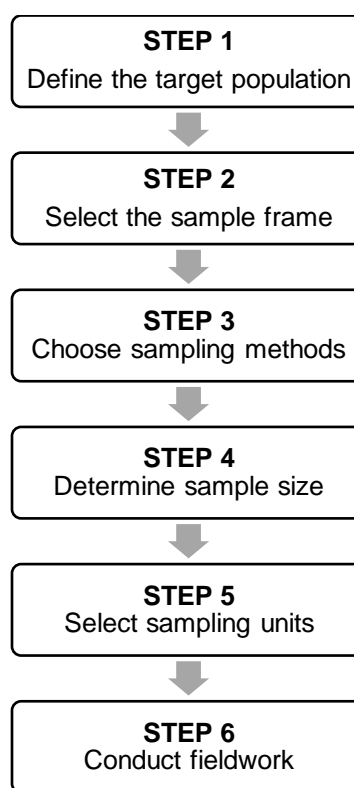
The sampling design is discussed next.

4.3.5. Sampling design

It is not always possible to gather information from an entire population, which is why researchers tend to implement sampling in research. A sample can broadly be defined as a subset of a population, which is then studied in order to generalise findings to the larger population (Babin & Zikmund, 2016; Wiid & Diggines, 2021).

Designing a sampling plan generally entails six steps, as illustrated in Figure 4.3.

Figure 4.3: The steps of a sampling plan



Source: Adapted from Babin and Zikmund (2016) and Wiid and Diggines (2021)

The first step is defining the target population, the second step is identifying a sample frame, and the third is selecting a sampling method. This is followed by the researcher determining the sample size and then the sampling unit. The final step is fieldwork (Babin & Zikmund, 2016; Hair *et al.*, 2020; Wiid & Diggines, 2021).

The sampling plan for the present study is discussed next.

4.3.5.1. Target population

The target population of a study refers to the entire group of sample elements relevant to the research problem on which information could be gathered (Hair *et al.*, 2020; Wiid & Diggines, 2021). For the present study, the target population was South African wine consumers. These individuals were aged 18 years or older, as this is the legal age for purchasing and consuming alcohol in South Africa. Since the purpose of the study was to attempt to segment the South African wine market according to involvement, motive/lifestyle, and purchase behaviour, the target population consisted of South African citizens who were familiar with the wine product. Therefore, to be included in the sample, participants in the focus group and respondents for the survey had to: be South African citizens aged 18 years or older, and have purchased wine for own their consumption in the prior three months, to be included in the sample. As mentioned, in the main phase of this study, screening questions in the questionnaire ensured that respondents met the inclusion criteria.

Once a target population had been selected, the sampling method, technique, and appropriate size were determined.

4.3.5.2. Sampling method, technique, and sample size

In research, two categories of sampling techniques exist, namely probability and non-probability sampling (Babin & Zikmund, 2016; Bell *et al.*, 2015). In probability sampling, sampling is random; therefore, every element of the population has an equal chance of being selected for participation, whereas, in non-probability sampling, not every element has an equal chance of being selected for the study (Bell *et al.*, 2015; Saunders *et al.*, 2019). If a sampling frame is available, which is a complete list of all the individuals of a target population, probability sampling may be most appropriate (Hair *et al.*, 2020; Wiid & Diggines, 2021). Therefore, non-probability sampling was considered appropriate for the present study, as there is no list of all South African wine consumers, and the researcher would not have been able to reach every wine consumer in the country's wine market. Non-probability sampling was applied in both phases (qualitative and quantitative) of the study.

For the qualitative phase — the focus group discussion — convenience sampling was used to select a sample of participants, as the present researcher required a small number of units (six to 10 participants). Convenience sampling is the selection of a sample that is easily accessible to the researcher (Bell *et al.*, 2015; Burns *et al.*, 2017), and is recommended when selecting a sample that is not part of the main study. Therefore, the researcher selects sampling units that bear the characteristics of the larger population (Bell *et al.*, 2015; Burns *et al.*, 2017). The present researcher selected six participants from personal sources who were readily available and met the inclusion criteria.

Krueger and Casey (2014) maintain that small focus groups with four to six participants are ideal when a researcher seeks to gain in-depth insights from participants. Conversely, not all participants might have the opportunity to share their views in a large focus group (10 participants) due to the group size and a time constraint (Krueger & Casey, 2014). Moreover, small focus groups are ideal when participants have experience with the focus group topic, in this case, wine consumption and purchase behaviour. As a result, the researcher selected six participants through convenience sampling to partake in the focus group discussion.

For the second and main phase of this study, which was mainly quantitative — the survey — purposive sampling, also referred to as ‘judgement sampling’ (Saunders *et al.*, 2017), was applied. This method entails a researcher selecting sampling units (individuals) that they believe are representative of the target population (Burns *et al.*, 2017; Hair *et al.*, 2020). For the survey phase of the study, the researcher employed an established external wine research company, and the survey was disseminated to the company’s panel of South African wine consumers. Therefore, purposive sampling was performed, as both the researcher and research firm made the judgement that the panel members met the inclusion criteria: South African wine consumers of legal drinking age who had purchased or consumed wine within the three months prior to completion of the survey.

Hair, Black, Babin and Anderson (2019) argue that the sample size in a cluster analysis should be sufficiently large to represent small groups within a population, such as the market segments of the South African wine market investigated in this study. Based on the recommendation of a senior statistician, a total of 400 completed

questionnaires would be needed to ensure meaningful statistical analyses. Therefore, data collection ceased once the required 400 usable surveys had been realised.

4.3.5.3. Selection of sampling units and fieldwork

As stated earlier, the researcher selected six participants (sampling units) from personal sources who were South African wine consumers who met the criteria of the target population for the qualitative phase (focus group) of this study. The researcher applied the same method to select 10 respondents to participate in the pilot study of the quantitative phase of the study.

Consumer Solutions, a South African based consumer research company with a pre-screened panel of wine drinkers, was commissioned to collect the data for the main, qualitative phase of this study. All panel members had been previously recruited (between 2019 and 2021) by the research company via social media platforms and agreed to participate in future wine studies. At the time of recruitment, all panel members indicated that they were South African citizens, of legal drinking age, and that they were wine drinkers. An invitation and link to the online questionnaire were distributed to the consumer panel from the Consumer Solutions platform during September 2021. Participation was encouraged with voluntary entry into a lucky draw to win one of two luxury gift boxes.

Using a research company to gain access to their panel for data ensured the gathering of sample units (respondents) in a professional manner and at a quick pace, with a low possibility of data collection errors (Burns *et al.*, 2017).

Once the data had been gathered, the researcher proceed with analyses.

4.4. DATA ANALYSIS

The qualitative data collected in the first phase of the study (Phase 1) and through the open-ended questions in the survey (Phase 2) were analysed using thematic analysis, while the numerical data collected through the survey were analysed statistically, specifically descriptive and inferential analyses. However, a reliability analysis of the

gathered quantitative data was first conducted. All of the statistical analyses were conducted using the analytics software program Statistica.

4.4.1. Reliability analysis

The numerical data collected from both the pilot study and the survey were subjected to reliability analysis to evaluate the reliability of the measures in the questionnaire. The coefficient alpha (α) was calculated for all the items of the sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* scales, which were rated on six-point Likert-type. The results are presented in Chapter 5. Further, descriptive and inferential analyses of the data collected through the survey were conducted, which are discussed next.

4.4.2. Descriptive analysis of survey

Descriptive statistics provide a researcher with information regarding the characteristics of a sample (Babin & Zikmund, 2016; Burns *et al.*, 2017). As noted, the purpose of the present study was to explore the involvement, motive/lifestyle, and purchase behaviour of South African wine consumers, in order to segment the South African wine market accordingly. Before segmenting (clustering) South African wine consumers into groups, this study broadly examined the South African wine market.

Descriptive analysis was conducted first. One way of reporting descriptive statistics is through measures of variability, which highlight differences in a sample (Burns *et al.*, 2017). For the descriptive analysis of the data derived from the survey, a percentage distribution was computed as a measure of variability for the descriptive data. A percentage distribution indicates the number of times a response occurs (as a percentage) for a particular variable in a sample (as a fraction of the total sample of 100%) (Babin & Zikmund, 2016; Burns *et al.*, 2017). The demographic and behavioural profile of the realised sample are reported using percentage distributions (see Chapter 5).

The demographic profile included descriptive statistics of the gender, age, and province of residence. The behavioural profile provided descriptive data regarding the

realised sample's frequency of purchase of wine for own consumption, consumption frequency, and the number of bottles purchased per month for their own consumption. In addition, respondents' preferred place of purchase, type of wine, and the price they are willing to pay are provided in the behavioural profile of the sample. Finally, the behavioural profile also included preferred packaging and consumption of de-alcoholised wine.

Although the data gathered through the questionnaire were mainly quantitative, the survey also contained open-ended questions. For example, respondents were requested to explain their preference for a selected packaging, and to elaborate on their consumption of de-alcoholised wine. The responses to the open-ended questions were analysed qualitatively, using thematic analysis. In applying thematic analysis, the researcher identified themes in a data set (Saunders *et al.*, 2019).

The present researcher followed the four main steps recommended by Saunders *et al.* (2019) in conducting the thematic analysis. First, the researcher became familiar with the data by reading and re-reading the transcripts. Next, the data were coded (or summarised according to keywords), whereafter the researcher identified themes. Finally, the identified themes were refined, and propositions or explanations relating to the themes were created (cf. Saunders *et al.*, 2019). The researcher identified themes regarding respondents' preference for bottled, boxed, or canned wine. The researcher was also able to form a better understanding of respondents' consumption of de-alcoholised wine.

The descriptive analysis was followed by inferential analysis, discussed in the following section.

4.4.3. Inferential analysis of survey

The statistics provided by an inferential analysis allow a researcher to generalise the results of the study to the realised sample or population under study (Babin & Zikmund, 2016; Burns *et al.*, 2017). In the present study, inferential analysis employed to make inferences about South African wine market segments was a cluster analysis. To test the hypotheses, the researcher employed one-way ANOVA.

Cluster analysis involves using multivariate statistical techniques to group homogeneous objects into different clusters — mutually exclusive groups — based on a particular set of variables (Babin & Zikmund, 2016; Hair *et al.*, 2020; Malhotra, 2020; Wiid & Diggines, 2021). Cluster analysis is essential in segmenting a market using multiple variables (Babin & Zikmund, 2016; Malhotra, 2020; Wiid & Diggines, 2021). In forming the clusters in the present study, South African wine consumers who were relatively similar were grouped together, which clusters differed from other homogenous groups (cf. Babin & Zikmund, 2016; Hair *et al.*, 2020).

According to Hair *et al.* (2020), cluster analysis has three phases: (1) dividing the sample into subgroups, (2) verifying if the identified clusters (subgroups) are significantly different and meaningful, and (3) profiling the clusters according to the measured characteristics. For the present study, segments were clustered and profiled according to the sub-variables of the variables *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. Additionally, behavioural variables were considered in the profiling of the clusters. The three phases of cluster analysis are discussed next.

a) Phase 1: Dividing the sample

As part of the first phase of cluster analysis, a clustering algorithm was selected to group similar wine consumers (cf. Hair *et al.*, 2020; Wiid & Diggines, 2021). The cluster algorithms may be categorised as hierarchical methods or non-hierarchical methods. Hierarchical methods involve continuously grouping objects together, resulting in clusters wherein data are grouped together (Wiid & Diggines, 2021). In using non-hierarchical methods, the number of clusters is first determined, whereafter objects are placed in different clusters based on their similarities and means (Wiid & Diggines, 2021; Yim & Radeem, 2015).

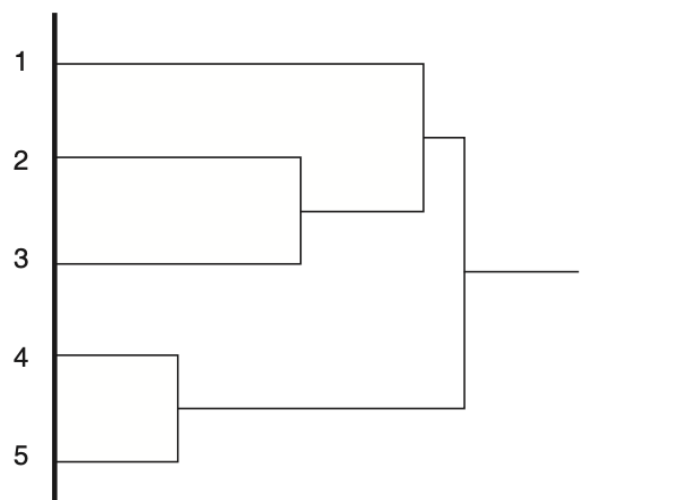
The cluster analysis that was conducted in the current study was agglomerative hierarchical cluster analysis (Brunner & Siegrist, 2011; Sreejesh *et al.*, 2014). Through hierarchical clustering, a data set is divided into clusters, whereby the objects of each cluster are relatively similar while differing completely from the objects grouped in different respective clusters (Woloszyn & Glowicka-Woloszyn, 2015). The objects (respondents) are grouped into clusters one by one, in a sequence of consecutive stages (Yim & Radeem, 2015). In the first phase of hierarchical clustering, all the

objects (respondents) are initially considered an individual cluster (Hair *et al.*, 2020; Woloszyn & Glowicka-Woloszyn, 2015). Therefore, in the present study, the 400 respondents were first considered 400 individual clusters.

Next, a distance matrix is computed between all the pairs of clusters. Subsequently, the clusters that are the closest to each other amalgamate. Therefore, at each step, an individual either joins an existing cluster or a new cluster is created (Yim & Radeem, 2015). No step can be reversed; therefore, once an individual has been assigned to a cluster, the individual cannot be reallocated to a different cluster (Yim & Radeem, 2015). As a result, the distance matrix is revised. The technique is repeated until one cluster is left (Wiid & Diggines, 2021; Woloszyn & Glowicka-Woloszyn, 2015). To perform a hierarchical cluster analysis, a distance matrix and clustering must be selected (Wiid & Diggines, 2021; Woloszyn & Glowicka-Woloszyn, 2015). In the present study, the Euclidean distance and Ward's method were employed.

Finally, the process of the hierarchical cluster analysis and, therefore, the final identified clusters are presented graphically, in the form of a tree graph, known as a 'dendrogram' (Hair *et al.*, 2020; Malhotra, 2020; Wiid & Diggines, 2021). A dendrogram indicates the divisions of the sample at every stage of the cluster analysis (Everitt, Landau, Leese & Stahl, 2011). Figure 4.4 illustrates an example of a dendrogram with a sample of five ($n = 5$) objects.

Figure 4.4: Example of a dendrogram



Source: Hair *et al.* (2020)

In the second stage of hierarchical cluster analysis, the distance (or similarity) between the means of the different statistically identified clusters are measured (Hair *et al.*, 2020; Wiid & Diggins, 2021). As previously mentioned, for the hierarchical cluster analysis of this study, Ward's method was used to calculate the distance, as means for continuous variables were calculated (Brunner & Siegrist, 2011; Malhotra, 2020). The researcher therefore needs to select a statistic to calculate the distance (Yim & Radeem, 2015). For the present study, the Euclidean distance was computed to calculate the total differences between the values of each continuous variable (Sreejesh *et al.*, 2014; Wiid & Diggins, 2021; Yim & Radeem, 2015).

Next, the cluster centroid was computed, to attribute meaning to the final cluster solution, that is, the number of clusters (Sreejesh *et al.*, 2014). In the present study, the number of clusters was decided upon by analysing the dendrogram (cf. Malhotra, 2020). In addition, cluster validity indices were consulted to justify the number of clusters selected for the study. Once the realised sample had been divided into clusters, the second phase of cluster analysis commenced.

b) Phase 2: One-way ANOVA

The second phase of a cluster analysis involves establishing whether the identified clusters differ significantly from each other (Hair *et al.*, 2020). The first four secondary objectives of this study involved comparing the identified clusters in terms of the sub-variables of the following variables: (1) *Involvement*, (2) *Motive/Lifestyle*, (3) and *Purchase behaviour*, as well as (4) behavioural variables. One-way ANOVA was employed to address the aforementioned secondary objectives and, more specifically, to test the hypotheses of this study.

First, a variance equality test was conducted, to evaluate the equality of variances among the different identified clusters for each variable (or sub-variable) investigated (Hair *et al.*, 2019). Variance relates to how widely data are scattered relative to the mean of a data set (Davis, Pecar, Santana & Burke, 2017). Homogeneity of variance assumes that the variance of a variable is comparatively equal between each of the identified clusters. In the present study, Levene's test was conducted as a test for equal variances, to examine the assumption of homogeneity of variance among clusters (cf. Hair *et al.*, 2019).

Levene's test produces an F -statistic and a probability value (p -value). In the present study, only the p -value was interpreted to reach a conclusion regarding the equality of variances between clusters. Levene's test producing a significant output, whereby the p -value is below the significance level of 0.05 ($p < 0.05$), suggests that heterogeneity in variance is present among the different clusters being compared (Allen, 2017; Hair *et al.*, 2020). As a result, the test is violated, implying that the variance among the data of the clusters is not equal (Allen, 2017).

In the next step, statistics should be studied to determine whether significant differences exist between the identified clusters for each of the clustering variables (Hair *et al.*, 2019). In the present study, in the hypothesis tests where Levene's test computed a p -value below the significance value of 0.05 ($p < 0.05$), the assumption of homogeneity of variance had been violated. Consequently, additional Welch tests were conducted to test the hypotheses. The Welch test (with Games-Howell post hoc) is applied as an alternative to the one-way ANOVA F -test (with Fisher's LSD post hoc) in the presence of heterogeneity of variances (Allen, 2017; Jan & Shieh, 2013). In this regard, the Welch test adjusts the F -statistic of the F -test to reduce the heterogeneity (Allen, 2017). However, if the Welch test produced the same result of significance as the F -test, the p -value of the F -test is reported in the present study, to substantiate conclusions regarding the null hypotheses.

In contrast, if the p -value produced in Levene's test is not significant ($p \geq 0.05$), the variances between groups are homogeneous (equal). As a result, a one-way ANOVA can be computed to investigate significant differences in variable means between clusters (Hair *et al.*, 2019). The test that is associated with a one-way ANOVA is an F -test (Hair *et al.*, 2019). F -test tests the null hypothesis, which assumes that the means of a variable are equal across all the identified clusters (Allen, 2017).

If the F -test produces a p -value below 0.05 ($p < 0.05$), the null hypothesis is rejected, suggesting that at least one group differs statistically significantly from the other (Hair *et al.*, 2019). However, the F -test output does not indicate which exact groups differ from each other. Consequently, a post hoc test needs to be conducted to identify exactly which groups' means are significantly different from each other (Allen, 2017). In the present study, Fisher's least significant difference (LSD) test was employed as a post hoc test.

Fisher's LSD test revealed which specific pairs of clusters' means differed significantly in terms of each of the sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* (wine product purchase criteria) and the behavioural variables (cf. Allen, 2017). If the shared p -value is below 0.05 for a specific pair of clusters, it indicates that the variable (or sub-variable) means of the two groups differ significantly. Conversely, if two clusters share a p -value above the significance level of 0.05, they do not differ significantly.

The p -values obtained from Levene's test, the F -test test, and Fisher's LSD post hoc test were used to establish whether the null hypotheses (H_0) should be rejected ($p < 0.05$) or not rejected ($p > 0.05$). In other words, these tests assisted the researcher to identify if significant differences existed between clusters for each of the sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* variables and the behavioural variables.

Once significant differences between the clusters had been established, the clusters were profiled in the final phase of cluster analysis.

c) Phase 3: Profiling the clusters

In the last phase of cluster analysis, each cluster profile is characterised according to different variables (Hair *et al.*, 2020). To profile clusters, the means of each variable of a cluster (the cluster centroids) are studied (Malhotra, 2020). To describe the wine consumer segments (clusters), Brunner and Siegrist (2011) categorised their identified Swiss wine market segments in terms of the mean scores of their demographic variables, behavioural variables, and the three segmentation variables. Consequently, this semi-replication study employed the same approach.

In this study, demographic, behavioural, and psychographic profiles of the identified wine market segments were created, summarising the means of the variables (or sub-variables) for each of the clusters. Next, the researcher searched extreme cluster centroids in each cluster (means) (cf. Hair *et al.*, 2019). Therefore, the means of variables within and also between clusters that are the highest or lowest were compared by visual inspection (cf. Hair *et al.*, 2019).

Thereafter, the researcher drafted a profile for each cluster, based on the means that stood out in the cluster itself and the means that were extreme compared to other clusters for a specific variable. Before formally profiling the clusters, the researcher outlined cluster profiles according to different criteria: psychographics (sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*), demographics (age), and behavioural aspects (such as purchase- and consumption frequency).

It is imperative to consider whether clusters are truly distinctive when profiling them (Hair *et al.*, 2019; Malhotra, 2020). Therefore, the results of the hypothesis tests of the present study were also considered in the profiling of clusters. The reason for this is that the one-way ANOVA tests revealed between which clusters significant differences existed in the means of each variable investigated (Hair *et al.*, 2019). In other words, the results of these tests indicated whether the clusters were truly distinctive from each other in terms of involvement, motive for wine consumption, and the perceived importance of different wine product purchase criteria. The tests also revealed how significantly clusters differed in terms of behavioural variables, such as *Consumption- and Purchase frequency*.

As a result, each profile was characterised according to involvement with the wine product, lifestyle or motive for wine consumption, and the wine product purchase criteria to which attention was paid when buying wine. Moreover, behavioural variables were also considered in the profiling of clusters, ranging from purchase frequency to the price that the consumers are willing to pay for a bottle of wine for their own consumption. Age as a demographic variable was also considered in the profiling of clusters. After assessing the cluster centroids that made each profile unique, the clusters were allocated a name or label (Malhotra, 2020). The identified clusters of this study are profiled and discussed in Chapters 5 and 6.

The previous sections explained the research design and methodology as an aspect of the research process of this study. Another aspect to consider in the research process is ethics (Malhotra, 2020). The ethical considerations of the study are discussed in the following section.

4.5. ETHICAL CONSIDERATIONS

Ethical considerations in research involve following codes of conduct or moral standards when conducting research (Saunders *et al.*, 2019; Wiid & Diggins, 2021). Research ethics are upheld to ensure that the rights of research participants are protected and that the research process overall is ethical (Wiid & Diggins, 2021). The ethical considerations applicable to the current study are discussed next.

The researcher obtained ethical clearance from the Business Management Departmental Ethics Screening Committee and the Research Ethics Committee: Social, Behavioural and Education Research of Stellenbosch University before commencing data collection.

Prior to collection of the data, informed consent was obtained from all participants and respondents in both phases of the research. Participants were also informed of their rights as research participants. They were assured that they had the right to withdraw from the study at any time during data-gathering. In addition, the participants were informed that their information would remain confidential, and that their responses would be gathered and analysed anonymously, to protect their identity. Participants of both the focus group and the survey were also fully informed about the purpose of the research study.

This study was classified as a medium-risk study, as respondents could have been sensitive to the topic of alcohol consumption, as some participant could previously have been traumatised from an experience in which they were exposed to harm due to dangerous alcohol consumption. However, as mentioned, the participants were assured of their right to withdraw from the study if they experienced discomfort. In addition, the contact information of a helpline that provides counselling to those who are depressed or dealing with alcohol abuse was provided in the survey, in the event that participants experienced emotional distress due to the nature of the statements and questions of the study.

Finally, although an external research company assisted the researcher in gathering the data, the research company did not have any access to the data. Therefore, the data will remain confidential, as only the researcher has access to the online platform where the data are stored.

4.6. CONCLUSION

This chapter provided a detailed discussion of the methodology employed in this study, including the research problem and objectives, as well as the plan that was implemented to address the research objectives. The description of this two-phased study also included the research design and methodology, providing a detailed explanation of how primary data were collected, the research techniques employed, the sampling, and an overview of the methods of data analysis employed in each phase.

The next chapter reports the results of this study.

CHAPTER 5

RESEARCH RESULTS AND DISCUSSION

5.1. INTRODUCTION

– “Research is creating new knowledge.” –

Neil Armstrong

As indicated in the previous chapter, the primary objective of this study was to explore involvement, motive/lifestyle, and purchase behaviour of South African wine consumers, in order to segment the South African wine market accordingly.

As secondary objectives, the study compared different wine consumer segments in terms of the sub-variables of (1) *Involvement*, (2) *Motive/Lifestyle*, and (3) *Purchase behaviour* and (4) behavioural variables. From these objectives, hypotheses were derived. The fifth and final secondary objective was to provide a profile of each distinct wine consumer segment based on the segmentation and behavioural variables investigated in the study.

This chapter commences with a report of the results of the reliability analysis that was conducted for the main phase of the study. Thereafter, the results of the descriptive analysis are reported, followed by the results of the inferential analysis. This is followed by the results of the hypotheses tests. In the last section of this chapter, the identified clusters are profiled according to the sub-variables of *Involvement*, *Motive/Lifestyle*, *Purchase behaviour*, and the behavioural variables.

5.2. RELIABILITY ANALYSIS

A reliable measurement instrument consistently generates the same results (Burns & Veeck, 2020; Wiid & Diggins, 2021). To evaluate the reliability of the measures (scales) of the questionnaire used in this study, reliability analysis was employed. The coefficient alpha (α) was computed for *Involvement*, *Motive/Lifestyle* and *Purchase*

behaviour sub-variable, to establish if the scale items converged on the scale (Babin & Zikmund, 2016).

As previously mentioned, this study focused on three segmentation variables semi-replicated from Brunner and Siegrist's (2011) study, namely *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. Each segmentation variable comprised sub-variables, and reliability analyses were conducted for each of the sub-variables. The reliability scores (coefficient alpha scores) of each segmentation sub-variable investigated in this study are presented in Table 5.1, together with the number of scale items by which each sub-variable was measured. Since this study is a semi-replication of a Swiss wine market segmentation study, the coefficient alpha scores as reported by Brunner and Siegrist (2011) in their study are also presented in Table 5.1, to enable comparison the scores.

Table 5.1: Reliability scores for the sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*

VARIABLE/SUB-VARIABLE	NUMBER OF ITEMS	COEFFICIENT ALPHA (α) OF THIS STUDY	COEFFICIENT ALPHA (α) OF BRUNNER AND SIEGRIST'S (2011) STUDY
<i>Involvement</i>			
<i>Knowledge</i>	8	0.91	0.92
<i>Events</i>	4	0.55	0.75
<i>Motive/lifestyle</i>			
<i>Self-expression</i>	8	0.88	0.87
<i>Recreation</i>	6	0.75	0.82
<i>Sociability</i>	7	0.77	0.86
<i>Health</i>	6	0.78	0.79
<i>Style</i>	5	0.69	0.82
<i>Food</i>	3	0.60	0.79
<i>Tradition</i>	3	0.66	0.72

VARIABLE/SUB-VARIABLE	NUMBER OF ITEMS	COEFFICIENT ALPHA (α) OF THIS STUDY	COEFFICIENT ALPHA (α) OF BRUNNER AND SIEGRIST'S (2011) STUDY
<i>Fun</i>	4	0.58	0.73
<i>Intellectual challenge</i>	2	0.53	0.78
<i>Purchase behaviour</i>			
<i>Intrinsic aspects</i>	7	0.63	0.82
<i>Rating</i>	4	0.59	0.76
<i>Recommendation</i>	5	0.63	0.65
<i>Heritage</i>	4	0.45	0.58
<i>Bargain</i>	2	0.54	0.52

As mentioned, a coefficient alpha indicates the internal consistency of the items on a scale (Saunders *et al.*, 2019). The coefficient alpha (α) ranges from 0, which represents no internal consistency, to 1, which indicates perfect reliability (Saunders *et al.*, 2019). A coefficient equal to or below 0.60 usually indicates poor reliability, whereas alphas ranging between 0.60 and 0.70 reflect fair reliability. An alpha value between 0.70 and 0.80 indicates good reliability, and 0.80 to 0.96 indicates very good reliability (Babin & Zikmund, 2016). The coefficient alpha of a scale can, however, be influenced by the number of items of the scale. In this regard, if there are a small number of items (less than 10 items), the coefficient alpha can be low (Pallant, 2016). The reliability results for the sub-variables of the three main segmentation variables used in this study, namely *Involvement*, *Motive/Lifestyle*, and *Product purchase criteria*, are reported next.

5.2.1. Reliability analysis: *Involvement*

As shown in Table 5.1, the segmentation variable *Involvement* comprised two sub-variables: *Knowledge* and *Events*. The eight scale items for *Knowledge* displayed very good reliability, as the coefficient alpha was 0.91 (Babin & Zikmund, 2016). This score

suggests that *Knowledge* is a reliable measure of *Involvement*. Brunner and Siegrist (2011) computed a similar coefficient alpha of 0.92 for the *Knowledge* sub-variable. Therefore, *Knowledge* as a sub-variable of *Involvement* showed very good reliability in both studies (Babin & Zikmund, 2016).

The second sub-variable of *Involvement*, namely *Events*, yielded a coefficient alpha of 0.55, which indicated poor reliability of the scale items (Babin & Zikmund, 2016). However, Brunner and Siegrist (2011) reported a score of 0.75 for *Events*. The poor score of the present study may be attributable to the small number (four) of scale items (Pallant, 2016). However, Gliem and Gliem (2003) argue that a sub-variable with a coefficient alpha of 0.50 can still produce reliable results. Consequently, the present researcher proceeded with the use of the original scale items to measure *Events* as a sub-variable of *Involvement* among South African wine consumers, based on the reliability score calculated by Brunner and Siegrist (2011).

The next section reports the results of the reliability analysis of the *Motive/Lifestyle* segmentation variable.

5.2.2. Reliability analysis: *Motive/Lifestyle*

The *Motive/Lifestyle* variable comprised nine sub-variables, namely *Self-expression*, *Recreation*, *Sociability*, *Health*, *Style*, *Food*, *Tradition*, *Fun*, and *Intellectual challenge*.

The *Self-expression* sub-variable was measured using eight scale items, which, altogether, scored a coefficient alpha of 0.88, which indicated very good reliability (Babin & Zikmund, 2016). Brunner and Siegrist (2011) reported a similar coefficient alpha of 0.87. Therefore, both studies found good reliability for the *Self-expression* sub-variable (Babin & Zikmund, 2016).

Seven six-point Likert-type scale items were used to measure *Recreation* as a motive for wine consumption. The present study's score for *Recreation* was a coefficient alpha of 0.75, indicating fair reliability (Babin & Zikmund, 2016). Brunner and Siegrist (2011) reported a coefficient alpha of 0.82 for this sub-variable, which indicated very good reliability. Therefore, overall, the *Recreation scale* can be considered a good, reliable measure (Babin & Zikmund, 2016).

The *Sociability* sub-variable was measured using seven scale items. In the present study, the scale scored a coefficient alpha of 0.77, indicating good reliability (Babin & Zikmund, 2016). Brunner and Siegrist (2011) reported a very good reliability, with a coefficient alpha of 0.86. The scale therefore showed good reliability in both studies, as it scored above 0.70 in both (Babin & Zikmund, 2016).

The coefficient alpha for the *Health* sub-variable was 0.78, which indicated good reliability of the six-item scale (Babin & Zikmund, 2016). Brunner and Siegrist (2011) also reported good reliability for this scale, with a coefficient alpha of 0.79. Both studies therefore found the scale measuring *Health* to be a good, reliable measure, as both calculated a coefficient alpha above 0.70.

Style, as another sub-variable of the *Motive/Lifestyle* variable, yielded a coefficient alpha of 0.69, reflecting fair reliability (Babin & Zikmund, 2016). In contrast, the study of Brunner and Siegrist (2011) reported a coefficient alpha of 0.82, indicating very good reliability. Based on the fair reliability found in the present study and the good reliability found in the original study, no items were deleted.

The three-item *Food* scale showed a coefficient alpha of 0.60, which indicates fair reliability (Babin & Zikmund, 2016). The scale scored a coefficient alpha of 0.79 in the original study of Brunner and Siegrist (2011), which indicated good reliability (Babin & Zikmund, 2016). Again, no items were deleted in the present study, due to the higher reliability score of the scale in the original study.

The coefficient alpha of the *Tradition* scale was 0.66, which indicated fair reliability (Babin & Zikmund, 2016). Brunner and Siegrist (2011), however, calculated a coefficient alpha of 0.72 in the original study, which suggested good reliability. Therefore, overall, the scale was found to be reliable in both studies, and no items were deleted.

The scale for the sub-variable *Fun* yielded a low coefficient alpha of 0.58 suggesting poor reliability (Babin & Zikmund, 2016). The scale comprised less than 10 items (four items), which may have been a reason for its poor reliability (Pallant, 2016). However, a sub-variable with a coefficient alpha of 0.50 is argued by Gliem and Gliem (2003) to be reliable. In contrast, Brunner and Siegrist (2011) reported a good reliability for *Fun* scale, with a coefficient alpha of 0.73. Therefore, no items were deleted in the present study.

Finally, *Intellectual challenge* yielded a poor reliability score of a coefficient alpha of 0.53 (Babin & Zikmund, 2016). A possible reason for the poor reliability is that the variable was measured using only two items (Pallant, 2016). However, Brunner and Siegrist (2011) reported a coefficient alpha of 0.78 for this. While the current researcher continued with the use of *Intellectual challenge* to measure the *Motive/Lifestyle* variable, the scale could be adapted in future research to improve its reliability.

The reliability results for the third main variable, *Purchase behaviour*, are presented in the following section.

5.2.3. Reliability analysis: *Purchase behaviour*

To investigate respondents' purchase behaviour, this study measured the wine product purchase criteria (sub-variables) that respondents pay attention to when buying wine. Five sub-variables (wine product purchase criteria) were measured on a six-point Likert-type scale, namely *Intrinsic aspects*, *Rating*, *Recommendation*, *Heritage*, and *Bargain*.

The sub-variable *Intrinsic aspects* of the variable *Purchase behaviour* was measured using a seven-item scale, and the reliability analysis yielded a coefficient alpha of 0.63 in the present study, suggesting fair reliability (Babin & Zikmund, 2016). However, the coefficient alpha reported in Brunner and Siegrist's (2011) study was 0.82, i.e. very good (Babin & Zikmund, 2016). Therefore, no items were deleted.

Rating, which was measured using four items, yielded a coefficient alpha score of 0.59. Therefore, the reliability of the measure was poor, yet the scale showed good reliability ($\alpha = 0.76$) in the original study conducted by Brunner and Siegrist (2011). However, based on the recommendation of Gliem and Gliem (2003) that a measure with a coefficient alpha of 0.50 is still reliable, no items were deleted. It is recommended that the scale be adapted for future research.

Recommendation was measured using five items, and showed fair reliability, with a coefficient alpha of 0.63 (Babin & Zikmund, 2016). Brunner and Siegrist (2011) reported a similar coefficient alpha of 0.65.

The sub-variable *Heritage* showed poor reliability ($\alpha = 0.45$); however, the researcher continued to use it in this study. Likewise, the original study by Brunner and Siegrist (2011) reported a coefficient alpha of 0.58, which also indicates poor reliability. Therefore, the four-item scale should be adapted in future research to increase its reliability.

Bargain, with a coefficient alpha of 0.54, was also found to be a poor measure of *Purchase behaviour*. However, a measure with a coefficient alpha of 0.50 is still deemed reliable (Gliem & Gliem, 2003), and the measure was therefore retained. In the original study by Brunner and Siegrist (2011), the two-item *Bargain* scale was also reported to have poor reliability ($\alpha = 0.52$). The overall poor reliability of the measure may be attributable to the small number (two) of scale items (Pallant, 2016). Therefore, the reliability of the scale did not improve enough in the present study from that reported by Brunner and Siegrist (2011) to be deemed a reliable measure.

Overall, six sub-variables' scales showed poor reliability in the present study: *Events* (a sub-variable of *Involvement*); *Fun* and *Intellectual challenge* (sub-variables of *Involvement*); and *Rating*, *Heritage*, and *Bargain* (sub-variables of *Purchase behaviour*). However, the majority of the sub-variables were found to be reliable measures of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*.

Although some sub-variables displayed poor to fair reliability, no items were deleted. As mentioned before, this exploratory study was a semi-replication of a study that was conducted in Switzerland, in which reliability of most items was confirmed. In addition, Gliem and Gliem (2003) argue that items with a coefficient alpha of less than 0.60 can still be used in a study, which was confirmed by a senior statistician of Stellenbosch University.

Upon completion of the reliability analysis, the researcher proceeded descriptive analyses. The results are reported next.

5.3. DESCRIPTIVE ANALYSIS

The following section reports the results of the descriptive analysis of the response rate, followed by demographic and behavioural profiles of the respondents in the realised sample.

5.3.1. Response rate

From the 2 306 electronic invitations that were sent by the consumer research company to a number of pre-screened wine consumers, a total of 472 responses were received. After removal of incomplete questionnaires and questionnaire of respondents who did not meet the inclusion criteria, a final number of 400 questionnaires were useable for data analysis. The response rate was, therefore, just above 17%, which is relatively high for an online study; online surveys tend to have a low response rate (Pan, Woodside & Meng, 2013; Szolnoki & Hoffmann, 2013). The following section presents a demographic profile of the realised sample.

5.3.2. Demographic profile of the realised sample

To develop a demographic profile of the respondents of the realised sample, questions regarding their gender, age, and province of residence were included in the questionnaire. The results are reported accordingly in the following sections.

5.3.2.1. Gender

The majority (277 or 69%) of respondents of the realised sample were female, and 122 (31%) were male. One respondent preferred to respond to the item. Even though the gender distribution of the sample was uneven, it did not affect the results of the study, as the study was aimed at exploring the consumer behaviour of South African wine consumers in general.

5.3.2.2. Age

Respondents had the option to select one of the six age groups representing their age in the questionnaire: 18–24, 25–34, 35–44, 55–64, and 65 years or older. As seen in Table 5.1, the majority of respondents were in the age groups 25–34 (33%) and 35–44 (31%). According to the Central Intelligence Agency (2022), 42.37% of the South African population falls in the age group 25–54 years. Likewise, the largest group of respondents fell into this category. The average age of a respondent was just over 40 years. The age groups 18–24, 45–54, 55–64, and 65 years older comprised 8%, 10%, 13%, and 6%, respectively, of the total realised sample.

Table 5.2: Age distribution of the realised sample

Age group	Number of respondents (<i>n</i>)	Percentage of the realised sample (%)
18–24	31	8
25–34	133	33
35–44	124	31
45–54	38	10
55–64	51	13
65 years or older	23	6

5.3.2.3. Province of residence of the realised sample

In the present study, responses were gathered from respondents in each of the nine South African provinces. Research has suggested that South Africa's wine-consuming population resides mainly in the Western Cape, Gauteng, and KwaZulu-Natal provinces (Guse van Vuuren, 2018; Van der Colff, Pentz & Nieuwoudt, 2019). Most of the present study's respondents also resided in these three provinces.

The Western Cape had the highest representation, at 46% (185 respondents). A total of 135 respondents (34%) resided in Gauteng, and 39 (10%) resided in KwaZulu-Natal. Only 4% (17 respondents) of the sample resided in the Eastern Cape, and 2% (8 respondents) resided in North West. Last, 1% (five respondents) of the sample

reported residing in the Free State, 1% (five respondents) resided in Mpumalanga, 1% (four respondents) in the Northern Cape, and 1% (two respondents) resided in Limpopo.

In summary, the demographic profile of the realised sample indicated that the sample comprised mainly females in the age group 25–34. The highest representation was found for the Western Cape and Gauteng provinces.

The behavioural profile of the realised sample is discussed next.

5.3.3. Behavioural profile of the realised sample

Respondents were asked a number of wine-related behavioural questions. The questions related to respondents' purchase frequency, consumption frequency, and the number of bottles of wine they purchased per month. Respondents also indicated their preferred place to purchase wine, the price they are willing to spend on different types of wine, their preferred wine packaging, and their consumption of de-alcoholised wine. The results are presented next.

5.3.3.1. Purchase frequency

Respondents were asked to indicate how frequently they purchased wine for their own consumption: once or more per week, once every two weeks, once a month, or once every three months or less often. Most respondents (368 or 93%) of the realised sample indicated that they purchase wine at least once or more per month. The detailed results showed that, among the 400 respondents, 32% (127 respondents) buy wine once or more per week, 31% (123 respondents) buy wine once every two weeks, and 30% (118 respondents) buy wine once a month. Only 8% (32 respondents) indicated that they buy wine once every three months or less often. Therefore, the majority of the respondents of the realised sample purchase wine at least once a month for their own consumption.

5.3.3.2. Consumption frequency

Consumption frequency was measured by asking respondents how often they consume wine. Respondents could select one of the following options: every day, once or more per week, once every two weeks, once a month, or once every three months or less often. A total of 62% (249 respondents) of the realised sample reported that they consume wine once or more per week while 23% (93 respondents) of the sample consume wine daily. A total of 13% (51 respondents) indicated that they drink wine once every two weeks, whereas 2% (six respondents) consume wine once a month. Only one respondent indicated consuming wine once every three months or less often. Evidently, a large portion of the sample consumes wine quite regularly, i.e. weekly.

5.3.3.3. Number of bottles of wine purchased per month

Respondents were asked to indicate how many bottles of wine they purchase per month for their own consumption. Results indicated that 24% (94 respondents) purchase 1–3 bottles of wine per month, whereas 34% (134 respondents) buy 4–6 bottles. A total of 15% (61 respondents) indicated 7–9 bottles of wine per month for their own consumption, and 11% (42 respondents) indicated that they buy 10–12 bottles. Only 17% (69 respondents) buy more than 12 bottles of wine for their own consumption every month. Therefore, it is clear that more than half (54%) of the realised sample purchase between one and six bottles of wine per month for their own consumption.

5.3.3.4. Price willing to pay for wine

The price that a consumer is willing to pay for wine is often influenced by a consumer's level of wine involvement and knowledge. Seemingly, the more involved and knowledgeable a wine consumer is, the greater the amount is that they are willing to pay for wine (Famularo *et al.*, 2010; Montgomery & Bruwer, 2013; Thach & Olsen, 2015). As mentioned in Chapter 3 (Section 3.5.1.7), South African wine prices range from 'low' to 'ultra-premium' (SAWIS, 2020). Respondents were asked to indicate how much they were willing to pay for red wine, white wine, rosé, and sparkling wine for their own consumption.

a) Price willing to pay for red wine

A large number (176 respondents or 44%) are willing to pay between R50 and R100 for a bottle of red wine, 135 respondents (34%) are willing to pay between R101 and R150, and 64 respondents (16%) would pay more than R150. Only 4% (16 respondents) indicated that they never purchase red wine for their own consumption.

Therefore, half of the sample (50%) is willing to pay more than R100 for a bottle of red wine for own consumption. Similarly, the average price (mean) that the realised sample is willing to pay for red wine for own consumption is R103.75. According to SAWIS (2020), this price is classified as 'super-premium', as it falls within the price range of R73 to R108. Therefore, the respondents are willing to pay a high price for red wine.

b) Price willing to pay for white wine

More than half (226 or 57%) of respondents are willing to pay R50 to R100 for a bottle of white wine for their own consumption. A total of 97 (24%) reported that they are prepared to pay R101 to R150 for a bottle of white wine, while 26 (7%) would pay more than R150 for a bottle of white wine. Only 18 respondents (5%) are willing to spend less than R50 on a bottle of white wine for their own consumption. Last, 8% of the realised sample (33 respondents) indicated that they never purchase white wine for their own consumption.

The average price that the realised sample is willing to pay for white wine for own consumption is R85.19, which is categorised as a 'super-premium' price (SAWIS, 2020). The results reveal that respondents are willing to spend more on red wine than on white wine for their own consumption. White wine is generally less expensive than red wine and sparkling wine, which require more intricate technology in the production process (Cagriota, 2020).

c) Price willing to pay for rosé

Most of the respondents (190 or 48% indicated that they are willing to pay between R50 and R100 for a bottle of rosé. A considerable number of respondents (126 or 32%) indicated that they never purchase rosé for their own consumption. A total of 56 respondents (14%) indicated that they are prepared to pay between R101 and R150. Only 2% (9 respondents) indicated that they are willing to pay more than R150 for a bottle of rosé, and 5% (19 respondents) would pay less than R50.

The average price respondents are willing to pay for rosé for their personal consumption is R58.25. This price is classified as a 'premium' price, as it falls in the price bracket of R49 to R72 (SAWIS, 2020).

d) Price willing to pay for sparkling wine

With regard to purchasing sparkling wine for their own consumption, 40% (161 respondents) indicated that they are willing to pay between R101 and R150 for a bottle and 32% (126 respondents) are willing to pay more than R150. The greatest share of the sample (72%) is willing to pay more than R100 for a bottle of sparkling wine for their own usage. The average price that respondents are willing to pay for sparkling wine for their own consumption is R112. According to SAWIS (2020), this price is classified as 'ultra-premium', as it exceeds R108.

Only 35 respondents (9%) are willing to pay between R50 and R100 for a bottle of sparkling wine. Interestingly, 20% (78 respondents) of the sample indicated that they never purchase sparkling wine for their own consumption.

In conclusion, among the different types of wine, the respondents are willing to spend the most on sparkling wine and the least on rosé. Rosé was also wine that most respondents (32%) indicated as the type they never purchase for their own consumption.

Respondents also had to indicate their preferred place of purchase of wine for own consumption.

5.3.3.5. Place of purchase

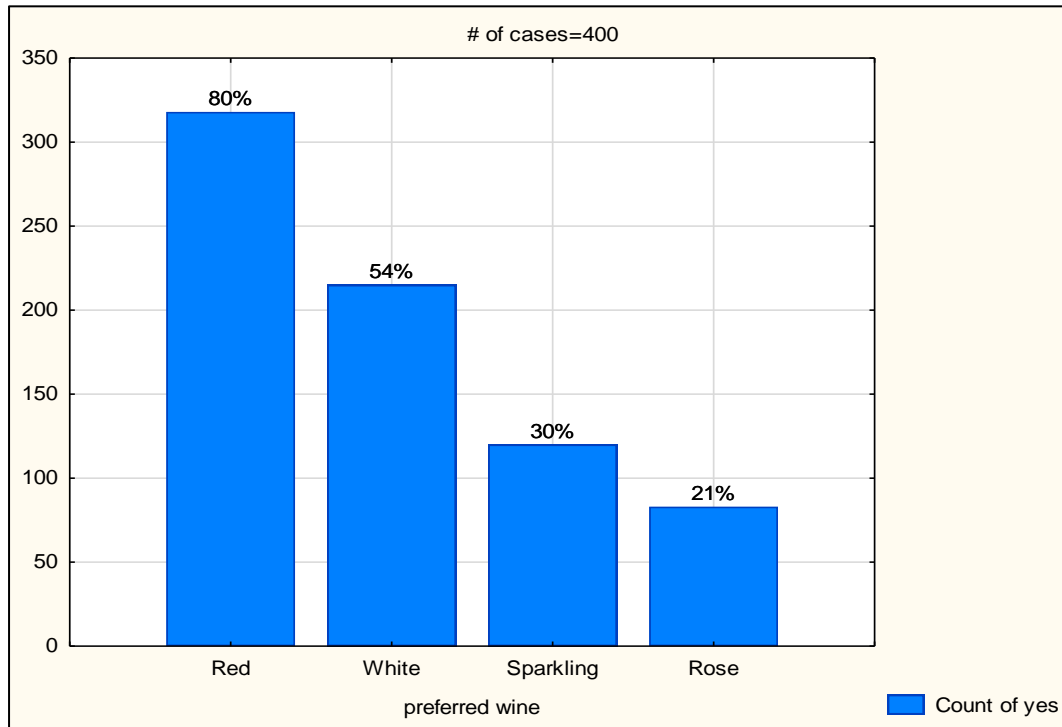
Respondents had to indicate where they purchase wine for their own consumption, and had the opportunity to select more than one option from a pre-determined list of types of retailers. Respondents reported that they predominately purchase wine from a liquor store, as this option was selected by 240 (60%) respondents. The second-most popular place, where 51% (204 respondents) purchase wine, is a grocery store. A total of 172 (43%) purchase wine online, and 164 (41%) purchase wine from a wine farm. A total of 56 respondents (14% of the realised sample) visit boutique wine stores to purchase wine, and only 12 respondents (3%) indicated that they purchase wine at 'Other' places. The alternative wine purchase channels that respondents use are directly from a wine producer, or through consulting wine agents or telephonic wine merchants. Respondents also indicated that they purchase wine from a supplier who sources it directly from a wine farm or an auction house.

Next, respondents had to indicate their preferred type of wine.

5.3.3.6. Preference of wine type

Respondents were requested to indicate their preferred wine type for their own consumption. More than one option could be selected. As can be seen in Figure 5.1, red wine was found to be the most popular type of wine, with 80% (320 respondents) indicating that this is their preferred wine.

A total of 216 respondents (54%) indicated that they prefer white wine, whereas 120 (30%) prefer sparkling wine. Rosé was found to be the least popular preferred wine type, indicated a relatively low 21% of the sample (84 respondents) selecting it as their preferred type of wine for personal consumption.

Figure 5.1: Preference of wine type

The researcher also investigated the wine packaging that respondents prefer, as well as whether they consume de-alcoholised wine. Due to the pioneering nature of this study, it was deemed useful to also gather data and report on the results on these aspects. The results are presented in the following sections.

5.3.3.7. Preferred packaging

Respondents were requested to indicate their preferred wine packaging when buying wine for their own consumption, and they could select either a bottle, a box, or a can. The rationale for including this question was that the demand for wine in alternative packaging, such as boxed wine, has increased in South Africa (SAWIS, 2021). However, a large portion of the sample (94% or 375 respondents) reported that they prefer wine to be packaged in a bottle. Only 6% (23 respondents) have a preference for boxed wine, whereas a minority of two respondents (1%) prefer canned wine. Therefore, although the demand for boxed wine is increasing in South Africa, the respondents of the realised sample of this study prefer for the traditional bottle packaging.

To gain additional insights into wine packaging preferences, respondents were requested, in an open-ended question, to explain the reason for their preference. The responses were categorised according to main themes identified through thematic analysis (refer to Section 4.4.2 in Chapter 4), shown in Appendix E. The main reasons for respondents' preferred packaging are summarised below.

a) Reasons for a bottle as preferred wine packaging

The word cloud in Figure 5.2 summarises respondents' main reasons for their preference for bottled wine.

Figure 5.2: Reasons for a bottle as preferred wine packaging



The reason that appeared the most for the preference for bottled wine related to the taste of the wine. The respondents who prefer bottled wine argued that they believe wine tastes better when it is packaged in a glass bottle.

The aesthetics of a wine bottle also seem to draw respondents to bottled wine. Reasons related to aesthetics for selecting bottled wine appeared numerous times in the data. In particular, respondents reported that bottled wine is aesthetically pleasing and that they appreciate attractive labels.

Another important reported reason for the preference for bottled wine is perceived quality. According to some of the respondents who prefer bottled wine, bottled wine creates the impression of higher-quality wine than other forms of packaging, for example, boxed wine.

Respondents also reported that they prefer bottled wine because it is easy to store. Respondents argued that bottled wine fits better in a fridge than boxed wine, and that bottles can be stored in a wine rack.

The reasons why some respondents prefer boxed wine are discussed next.

b) Reasons for a box as preferred wine packaging

Figure 5.3 summarises the respondents' main reasons for their preference for boxed wine.

Figure 5.3: Reasons for a box as preferred wine packaging



As seen in Figure 5.3, the predominant theme regarding respondents' preference for boxed wine is 'volume versus cost'. Respondents who prefer boxed wine perceive it as less expensive ('cheaper') than wine in other forms of packaging.

Another reason why some respondents prefer boxed wine is that it is easy to store, due to it being more compact than other types of packaging.

Some respondents indicated that their preference for boxed wine is due to the fact that the packaging does not break easily, it is resealable — which extends the shelf life and prevents wastage, and is easily transportable, making it convenient.

A small number of respondents indicated a preference for canned wine. Their reasons for their preference are addressed next.

c) Reasons for can as preferred wine packaging

Only two of the 400 respondents selected ‘can’ as their preferred wine packaging. However, it must be borne in mind that canned wine was only recently introduced in the South African wine market, in 2020 (SAWIS, 2021). The respondents may not have been very familiar with this form of packaging because it was fairly new on the market at the time of the survey. Two reasons for canned wine as packaging preference were recorded. One respondent preference for canned wine is because it is a “manageable amount”, whereas glass bottles are “too much”. The other respondent stated that canned wine ensures “less wastage”. Therefore, both respondents’ preferences were based on the volume of wine that is contained in a can, which is typically less than bottled or boxed wine.

Respondents were then requested to indicate whether they consumed de-alcoholised wine. The rationale for including this question was that the demand for de-alcoholised and low-alcohol wines has increased among South African wine consumers (Distell, 2020; MarketLine, 2020).

5.3.3.8. Consumption of de-alcoholised wine

A total of 90% (359 respondents) of the realised sample reported that they do not consume de-alcoholised wine; the remaining 41 respondents (10%) indicated that they do consume de-alcoholised wine.

Respondents were also requested to explain why they do or do not consume de-alcoholised wine. The main responses are discussed next.

a) Reasons for consumption of de-alcoholised wine

The main reported reason for consuming de-alcoholised wine is to 'avoid drinking and driving'. It is against the South African law to be under the influence of alcohol when driving, and a private individual's blood alcohol volume may not exceed 0.05% when driving (South African Police Service, 2021).

Respondents also indicated that they consume de-alcoholised wine for health-related reasons, for example, during pregnancy or when they need to lower their calorie intake because they are on a diet. Respondents also indicated that they viewed de-alcoholised wine as a good alternative if one wants to drink wine regularly but does not want to consume alcohol regularly.

The respondents also revealed that they consume de-alcoholised wine during periods of banishment of alcohol sales. As mentioned in Chapter 3, the sale of alcohol was banned for more than 20 weeks in total during 2020 and 2021 by the South African government through regulations associated with the COVID-19 pandemic (BusinessTech, 2021). While consumers were unable to purchase regular wine, de-alcoholised wine was available, which led to consumers trying and consuming de-alcoholised wine as a substitute. In this regard some respondents indicated that they tried de-alcoholised wine during lockdown and enjoyed it, and have therefore continued to consume it from time to time.

Some respondents indicated that they enjoy the taste of de-alcoholised wine, with some respondents indicating a preference for the South African retailer Woolworths's light and de-alcoholised wines.

Respondents also noted that they consume de-alcoholised wine only occasionally, for example, during 'Dry January', a UK-based initiative that encourages people to abstain from alcohol for a month. Additional reasons included that it depends on how they feel, and that they will purchase de-alcoholised wine every now and then because they enjoyed it when they trying it in lockdown.

The last main reason for consuming de-alcoholised wine was using it in cooking.

The responses regarding respondents' reasons for consuming de-alcoholised wine were summarised and categorised (see Appendix F).

The majority of the realised sample are not consumers of de-alcoholised wine. Their main reasons are discussed next.

b) Reasons for not consuming de-alcoholised wine

Since 90% of the sample revealed that they do not consume de-alcoholised wine, many reasons were provided. All the reasons why respondents do not consume de-alcoholised wine are provided in Appendix G. The main reasons are discussed below.

Taste was found to be the main reason why some respondents do not consume de-alcoholised wine. Among these respondents, 115 respondents stated that they do not like the taste. The respondents argued that de-alcoholised wine does not taste like regular wine. Some stated that it tastes more like grape juice than wine, and argued that they might as well drink Grapetizer, which is a soft drink made of grape juice. Some respondents compared de-alcoholised wine to decaffeinated coffee, stating that it is “pointless” and defeats the purpose of wine. A number of respondents indicated that there are better non-alcoholic alternatives to wine, such as water, juice, or other non-alcoholic beverages, for example, alcohol-free gin and tonic.

Many respondents showed a preference for the “normal” percentage of alcohol in their wine. Typically, the alcohol volume in wine ranges from 10% to 15% (Grainger & Tattersall, 2016; Puckette & Hammack, 2015), while de-alcoholised wine has an alcohol volume of less than 0.05% (Buglass, 2011; Stasi *et al.*, 2014). Some respondents who do not consume de-alcoholised wine believe that alcohol is an essential component of wine. They argued that alcohol is a flavour-carrier in wine, and that it gives wine body, structure, and complexity.

The alcohol in wine has a calming and relaxing effect on the body (Brunner & Siegrist, 2011; Charters, 2006; Weightman *et al.*, 2019). In this regard, some respondents do not consume de-alcoholised wine merely because it does not have a physiological effect on their body, which some referred to as a “buzz”. One respondent noted perceiving wine as a celebratory, and that de-alcoholised wine defeats the purpose of consuming wine.

Some respondents view de-alcoholised wine as a waste of money because it is more expensive than regular wine. One participant perceives the quality of de-alcoholised

wine as low (“rubbish”), while another stated that it cannot be paired with food or used in cooking.

Finally, many respondents revealed that their reason for not consuming de-alcoholised wine is that they have never tried it. Some respondents have never heard of it, or seldom come across the product. Others indicated that they are not interested in even trying de-alcoholised wine, or that they have had a negative experience with it. In contrast, some respondents indicated that they are willing to try de-alcoholised wine, or they have consumed it before and would not mind consuming it again.

Overall, the respondents do not seem receptive to de-alcoholised wine — the majority indicated a preference for regular wine. Although the topics of wine packaging and de-alcoholised wine do not strictly fall within the primary scope of this study, it is believed that the insights gained from the responses could be useful to role players in the wine industry.

The descriptive analyses provided insight into the realised sample of this study, and provided context for the inferential analyses to follow.

5.4. INFERENCE ANALYSIS

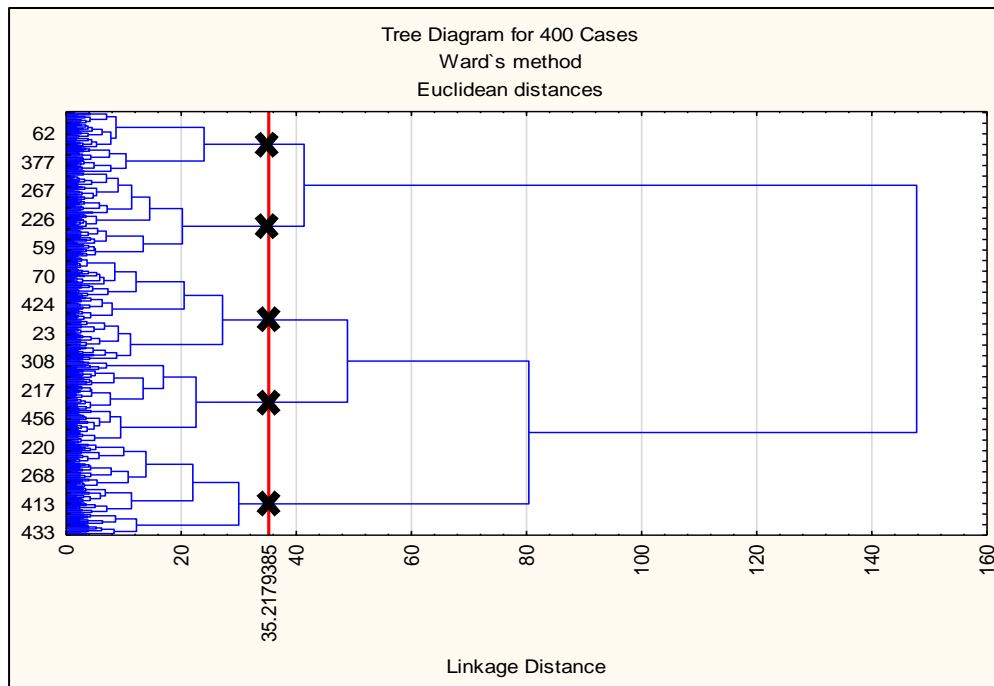
In order to segment the South African wine market, the data had to be analysed inferentially. Consequently, hierarchical cluster analysis was performed to identify different clusters, that is, market segments. The terms *cluster* and *segment* are used interchangeably.

Different clusters were formed through hierarchical cluster analysis based on similarities with regard to the three main segmentation variables: *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. The hierarchical cluster analysis was conducted by using Ward’s method and calculating Euclidean distances, as explained in Chapter 4 (Section 4.5.3).

During hierarchical cluster analysis, objects (in this case, wine consumers) are continuously clustered together. This analysis produces a dendrogram, which is a graphic representation of the clusters (Hair *et al.*, 2020; Malhotra, 2020; Wiid &

Diggines, 2021). The decision regarding the number in clusters of the present study was made based on the dendrogram shown in Figure 5.4.

Figure 5.4: Dendrogram for 400 cases



As seen in the dendrogram in Figure 5.4, various numbers of distinct clusters were evident. It has been argued that there is no precise statistical or objective approach in determining the number of clusters in a segmentation study (Bruwer *et al.*, 2002; Hair *et al.*, 2019). In other words, the decision regarding the number of clusters is subjective and dependent on the judgement of the researcher (Bruwer *et al.*, 2002; Hair *et al.*, 2019). After consulting with a senior consulting statistician, a cluster solution of five clusters at a linkage distance of approximately 35.22 was selected for the present study (cf. Kidd, 2021). In Figure 5.4, the five clusters are identified by the 'x'-markings at the linkage distance of approximately 35.22.

Although the decision on the number of clusters was subjective, 23 cluster validity indices were computed, in an effort to justify the decision regarding the number of clusters. Cluster validity indices assist a researcher in determining the optimal number

of clusters (Desgraupes, 2013). The results of the 23 indices — the proposed numbers of clusters — are presented in Table 5.3.

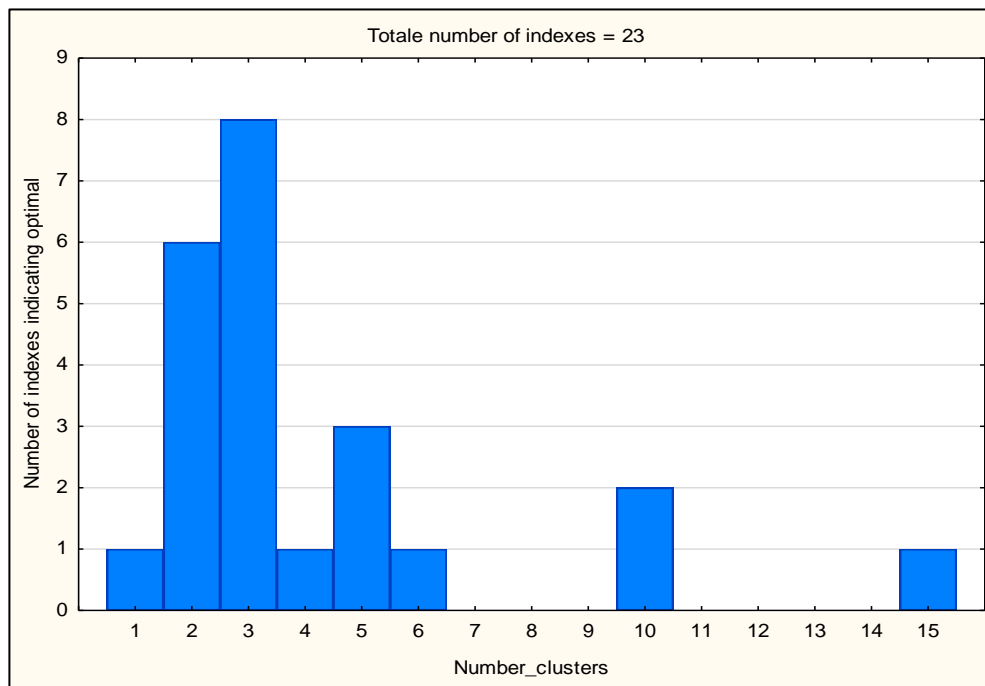
Table 5.3: Proposed number of clusters for this study

Cluster index	Proposed number of clusters
KL	3
Calinski-Harabasz	2
Hartigan	3
CCC	2
Scott	3
Marriot	10
Trace(covW)	4
Trace(W)	3
Friedman	10
Rubin	3
C index	5
Davies-Bouldin	2
Silhouette	2
Duda	5
PseudoT2	5
Ratkowsky	3
Ball	3
PtBiserial	3
Frey	1
McClain	2
Dunn	6
SD index	2

Cluster index	Proposed number of clusters
S_Dbw	15

The optimum number of clusters proposed by the indices ranged from one to 15. The results of the cluster validity indices are presented graphically in the histogram in Figure 5.5.

Figure 5.5: Optimal number of clusters for this study



As shown in Figure 5.5, the three optimal number of clusters suggested by the highest number of indexes were, in rank order, three, two, and five clusters. The original study by Brunner and Siegrist (2011) identified six Swiss wine market segments (clusters). In order to perform a cross-cultural comparison of the results of this South African study and those of the original Swiss study, a cluster solution that was relatively similar to that of the Swiss study was selected. Generally, a wine segmentation study results in four to six clusters, with five clusters being one of the most reasonable solutions (Bruwer *et al.*, 2002). The reason for this is that a marketer must consider practicality

and cost when targeting market segments, and too many small market segments will hinder effective targeting (Bruwer *et al.*, 2002). All things considered, five clusters were identified for this segmentation study.

Once the clusters had been identified, a demographic, behavioural, and psychographic profile was created for the clusters, based on their percentage distribution or average (mean) scores for each variable or sub-variable. In the original study, Brunner and Siegrist (2011) categorised and compared the market segments according to their mean scores for demographic, behavioural, and the three segmentation variables. Therefore, creating profiles for the clusters of this study allowed the researcher to also identify, compare, and describe the identified South African wine market segments.

5.4.1. Demographic profile of clusters

The demographic profile of clusters included gender (Table 5.4), age (Table 5.5), and province of residence (Table 5.5).

Table 5.4: Gender distribution of clusters

GENDER	CLUSTER 1 (20%)		CLUSTER 2 (19.75%)		CLUSTER 3 (14.75%)		CLUSTER 4 (24.5%)		CLUSTER 5 (21.5%)		TOTAL SAMPLE
	n	Distribution	n	Distribution	n	Distribution	n	Distribution	n	Distribution	
Male	15	18.75%	25	31.65%	21	36.84%	32	32.65%	29	33.72%	122
Female	65	81.25%	54	68.35%	35	61.40%	66	67.35%	57	66.28%	377
Prefer not to answer	0	0.00%	0	0.00%	1	1.75%	0	0.00%	0	0.00%	1
Total	80		79		57		98		86		400

With reference to Table 5.4, it is evident that all the clusters were predominately female.

Table 5.5: Average age of clusters

Average age (in years)	Cluster 1 (20%)	Cluster 2 (19.75%)	Cluster 3 (14.75%)	Cluster 4 (24.5%)	Cluster 5 (21.5%)	Total sample
		35.88	46.09	37.28	39.20	42.94

The average age of the total sample ($n = 400$) was approximately 40.43 years (refer to Table 5.5). Among the five clusters, respondents in Cluster 1 were the youngest, with an average age of 35.88 years. In contrast, Cluster 2 was the oldest cluster, with

an average age of 46.09 years. The average age in Cluster 5 was 42.94 years, whereas it was 37.28 years in Cluster 3, and 39.20 years in Cluster 4. Therefore, Clusters 1 and 3 can be considered young adults, as they are below the age of 40. Clusters 2 and 5 can be classified as middle-aged, as they are, on average, older than 40 years. Respondents in Cluster 4, who are aged 39.20 years on average, are at the end of their young adulthood and approaching middle age (i.e. 40 years).

Wine consumer behaviour differs between generations, which is why it is important to address generational cohorts in the profiling of the clusters (Kotler & Keller, 2016; Wolf *et al.*, 2018). Two age cohorts are represented by the clusters in the present study, namely Generation X and Millennials (Generation Y). Generation X comprises individuals born between 1964 and 1978, whereas Millennials are typically born between 1977 and 1994 (Kotler & Keller, 2016). Therefore, Clusters 1, 3, and 4 can be classified as Millennials, whereas Clusters 2 and 5 can be classified as members of Generation X.

Table 5.6 shows distribution of clusters according to province of residence.

Table 5.6: Distribution of province of residence of clusters

PROVINCE	CLUSTER 1 (20%)		CLUSTER 2 (19.75%)		CLUSTER 3 (14.25%)		CLUSTER 4 (24.5%)		CLUSTER 5 (21.5%)		TOTAL SAMPLE
	n	Distribution	n	Distribution	n	Distribution	n	Distribution	n	Distribution	
Western Cape	38	47.50%	31	39.24%	28	49.12%	50	51.02%	38	44.19%	185
Eastern Cape	4	5.00%	3	3.80%	1	1.75%	5	5.10%	4	4.65%	17
Free State	1	1.25%	2	2.53%	1	1.75%	0	0.00%	1	1.16%	5
Gauteng	33	41.25%	27	34.18%	20	35.09%	25	25.51%	30	34.88%	135
Mpumalanga	0	0.00%	2	2.53%	1	1.75%	1	1.02%	1	1.16%	5
Northern Cape	1	1.25%	2	2.53%	1	1.75%	0	0.00%	0	0.00%	4
North West	0	0.00%	4	5.06%	0	0.00%	3	3.06%	1	1.16%	8

PROVINCE	CLUSTER 1 (20%)		CLUSTER 2 (19.75%)		CLUSTER 3 (14.25%)		CLUSTER 4 (24.5%)		CLUSTER 5 (21.5%)		TOTAL
	n	Distribution	n	Distribution	n	Distribution	n	Distribution	n	Distribution	SAMPLE
KwaZulu-Natal	2	2.50%	8	10.13%	4	7.02%	14	14.29%	11	12.79%	39
Limpopo	1	1.25%	0	0.00%	1	1.75%	0	0.00%	0	0.00%	2
Total	80		79		57		98		86		400

Most of the respondents resided in the Western Cape, Gauteng, and KwaZulu-Natal. As the respondents were predominately from the Western Cape, province of residence was not considered in profiling the clusters.

5.4.2. Behavioural profile of clusters

The behavioural profile of clusters focuses on the purchase and consumption frequency and the number of bottles of wine purchased per month for own consumption of the respondents of each identified cluster. The behavioural profile also provides information regarding the different clusters' willingness to pay per wine type and whether they consume de-alcoholised wine. The purchase, consumption frequency and the price that the clusters are willing to pay were determined by calculating mean scores for each cluster. The consumption of de-alcoholised wine of the clusters is reported according to percentage distribution.

Table 5.7: Purchase and consumption frequency

Purchase frequency (\bar{x})	Cluster 1 (20%)	Cluster 2 (19.75%)	Cluster 3 (14.25%)	Cluster 4 (24.5%)	Cluster 5 (21.5%)	Total sample
		3.01	2.73	3.12*	2.92	2.60**

Consumption frequency (\bar{x})	Cluster 1 (20%)	Cluster 2 (19.75%)	Cluster 3 (14.25%)	Cluster 4 (24.5%)	Cluster 5 (21.5%)	Total sample
	4.10	4.19*	4.18	4.02	3.91**	4.07

Purchase frequency: 1 = Once every three months or less; 4 = Once or more per week

Consumption frequency: 1 = Once every three months or less; 5 = Every day

* highest score

** lowest score

As seen in Table 5.7, respondents in Cluster 3 ($\bar{x} = 3.12$) purchase wine the most frequently of the clusters, ranging from weekly to once every two weeks. Respondents in Cluster 5 purchase wine for the least frequently, with an average purchase frequency of 2.6, which lies between once a month and once every two weeks.

Respondents in Cluster 2 consume wine the most frequently ($\bar{x} = 4.19$), ranging from daily to once or more per week. By contrast, respondents in Cluster 5 consume wine the least frequently, with an average of 3.91, which ranges from once per week to once every two weeks. However, both these clusters seem to consume wine quite often.

Table 5.8 reports the result of number of bottles purchased per month.

Table 5.8: Number of bottles purchased per month

Number of bottles	Cluster 1 (20%)	Cluster 2 (19.75%)	Cluster 3 (14.25%)	Cluster 4 (24.5%)	Cluster 5 (21.5%)	Total sample
	6.26**	7.33	7.56*	6.68	6.27	6.76

* highest score

** lowest score

The results in Table 5.8 indicate that the respondents in Cluster 3 purchase approximately eight (7.56) bottles of wine per month for their own consumption, making it the cluster that purchases the most bottles. Conversely, Cluster 1 purchases approximately six (6.20) bottles of wine per month, making it the cluster that purchases the fewest bottles of wine per month.

Table 5.9 reports the results for the price respondents are willing to pay per wine type.

Table 5.9: Price willing to pay per wine type

TYPE OF WINE	AVERAGE PRICE (IN RAND)					
	Cluster 1 (20%)	Cluster 2 (19.75%)	Cluster 3 (14.25%)	Cluster 4 (24.5%)	Cluster 5 (21.5%)	Total sample
Red wine	R91.88**	R93.99	R114.47	R116.84*	R101.74	103.75
White wine	R75.62	R75.32**	R103.07*	R96.17	R78.78	R85.19
Rosé	R61.56	R46.52**	R64.91	R66.33*	R52.33	R58.25
Sparkling wine	R105.31	R98.73**	R121.93	R132.14*	R100.87	R112

* highest score

** lowest score

The respondents in Cluster 4 are willing to pay the most for red wine (R116.84), rosé (R66.33), and sparkling wine (R132.14) for their own consumption. The respondents in Cluster 3 are willing to pay the most for white wine for their own consumption, an average price of R103.07. Cluster 1's respondents are willing to spend the least on red wine for their own consumption (R91.88). The respondents in Cluster 2, are willing to spend the least money on white wine (R75.62), rosé (R46.52), and sparkling wine (R98.73).

Table 5.10 reports the results of consumption of de-alcoholised wine.

Table 5.10: De-alcoholised wine consumers

DE-ALCOHOLISED WINE CONSUMPTION	CLUSTER 1 (20%)		CLUSTER 2 (19.75%)		CLUSTER 3 (14.25%)		CLUSTER 4 (24.5%)		CLUSTER 5 (21.5%)		TOTAL SAMPLE
	n	Distribution	n	Distribution	n	Distribution	n	Distribution	n	Distribution	
Yes	9	11.25%	5	6.33%	6	10.53%	15	15.31%	6	6.98%	41
No	71	88.75%	74	93.67%	51	89.47%	83	84.69%	80	93.02%	359
Total	80		79		57		98		86		400

Cluster 4 is most likely to consume de-alcoholised wine — 15.31% (3.75% of the total realised sample) indicated that they consume de-alcoholised wine. Cluster 2's respondents, at 6.33% (18.5% of the total realised sample), are least likely to consume de-alcoholised wine. However, most of the sample (89.75% or 359 respondents) show disinterest in de-alcoholised wine. Therefore, the preference for de-alcoholised wine was not considered in profiling the clusters, but researchers might want to incorporate this in future studies as the market for de-alcoholised wine grows.

5.4.3. Segmentation variable profile of clusters

Table 5.11 provides a summary of the means of the sub-variables of three main segmentation variables, *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* (wine product purchase criteria), for each identified cluster.

Table 5.11: Means of sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* per cluster

VARIABLE (OR SUB-VARIABLE)	CLUSTER 1 (20%)	CLUSTER 2 (19.75%)	CLUSTER 3 (14.25%)	CLUSTER 4 (24.5%)	CLUSTER 5 (21.5%)	TOTAL SAMPLE
<i>Involvement</i>						
<i>Knowledge</i>	4.08	4.07	5.07*	4.77	3.69**	4.30
<i>Events</i>	4.51	3.93**	4.95*	4.75	4.10	4.43
<i>Motive/Lifestyle</i>						
<i>Self-expression</i>	2.39	1.85	2.93*	1.88	1.49**	2.04
<i>Recreation</i>	3.66	3.10	3.94*	2.94	2.47**	3.16
<i>Sociability</i>	4.31	3.65	4.60*	3.95	2.81**	3.81
<i>Health</i>	3.13	2.85	3.86*	2.80	2.16**	2.89
<i>Style</i>	3.34	2.66	4.02*	2.74	2.07**	2.88
<i>Food</i>	4.60	4.55	5.09*	4.90	3.88**	4.58
<i>Tradition</i>	3.32	3.12	3.96*	2.08	1.91**	2.77
<i>Fun</i>	4.93	4.42	5.14*	4.82	3.99**	4.63
<i>Intellectual challenge</i>	3.65	2.41	4.12*	3.57	2.13**	3.13
<i>Purchase behaviour</i>						
<i>Intrinsic aspects</i>	4.35	4.48	4.85*	4.67	4.10**	4.47

VARIABLE (OR SUB-VARIABLE)	CLUSTER 1 (20%)	CLUSTER 2 (19.75%)	CLUSTER 3 (14.25%)	CLUSTER 4 (24.5%)	CLUSTER 5 (21.5%)	TOTAL SAMPLE
<i>Purchase behaviour (continued)</i>						
<i>Rating</i>	3.75	3.44	4.30*	3.88	3.17**	3.68
<i>Recommendation</i>	4.37	4.08	4.53*	4.43	3.79**	4.23
<i>Heritage</i>	3.87	3.98	4.40*	4.27	3.54**	4.00
<i>Bargain</i>	4.55*	4.20	3.82	3.91	3.53**	4.00

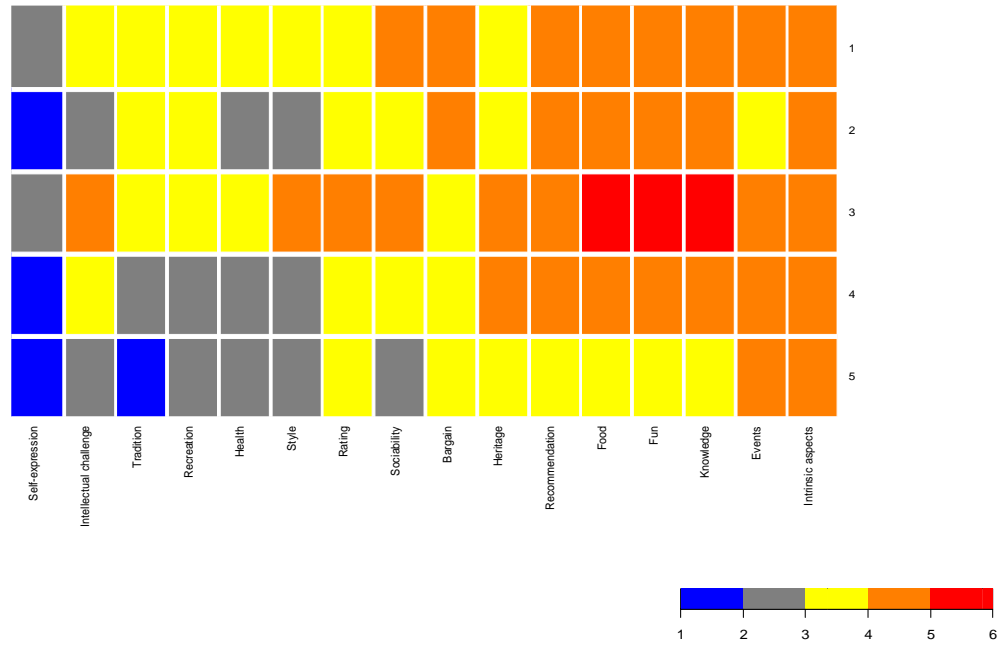
1 = Disagree completely; 6 = Agree completely

* highest score

** lowest score

A profile was created for clusters based on the mean values of each segmentation sub-variable, measured on a six-point Likert-type scale ranging from 1 = Disagree completely to 6 = Agree completely. The means of the psychographic profile are presented graphically in the heatmap in Figure 5.6.

Figure 5.6: Heatmap of variables per cluster



From the profiles, it is evident that Cluster 3 scored the highest for the *Involvement* sub-variables, namely *Knowledge* and *Events*. Cluster 3 also scored the highest for each of the nine *Motive/Lifestyle* sub-variables, ranging from *Self-expression* to *Intellectual challenge*. Cluster 3 also scored the highest for all of the *Wine purchase product criteria* (*Purchase behaviour* sub-variables), except *Bargain*. Cluster 1 had the highest mean score for *Bargain*. It is important to note that *Food* and *Fun* were the most important lifestyle motives for wine consumption for all the clusters.

In terms of the lowest means, Cluster 5 scored the lowest for the *Knowledge* sub-variable of *Involvement*. Respondents in Cluster 2 had lowest score for *Events*. Cluster 2 also had the lowest means for the sub-variables of *Motive/Lifestyle* and *Wine product purchase criteria*. The *Motive/Lifestyle* sub-variable *Self-expression* had the lowest score in all the clusters.

To further investigate the identified segments, the hypotheses relating to the sub-variables of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* and the behavioural variables were tested. Through this process, the researcher wanted to establish whether each of the five identified clusters was truly and significantly different from the other clusters. The results of the hypothesis testing are reported in the following section.

5.5. HYPOTHESIS TESTING

The results for each hypothesis are presented in the following order. First, as part of the one-way ANOVA, Levene's test for homogeneity was conducted. Where variances between clusters were not equal for a variable, Levene's test is reported. Next, the p -value derived from the one-way ANOVA F -test is interpreted, to support the decision regarding each hypothesis. Last, the results of Fisher's LSD post hoc test are reported and discussed, followed by a conclusion on which pairs of clusters differ significantly in their means for a specific variable.

The results of the tests are presented graphically, on a means plot. On the means plot, each cluster is plotted according to the mean of the specific variable. Significant differences are highlighted in the means plot through alphabetic letters. Each alphabetic letter (for example, 'a', 'b', 'c') represents the significant differences in the

means of a specific variable between clusters, calculated in the post hoc Fisher's LSD tests.

The hypotheses test results of the *Involvement* sub-variables are discussed first.

5.5.1. *Involvement*

The *Involvement* variable comprised two sub-variables, namely *Knowledge* and *Events*. Whereas the *Knowledge* sub-variable measured how much each respondent knows about wine, the *Events* sub-variable explored the degree to which a respondent participates in wine-related events, for example, wine tastings or -tours (Brunner & Siegrist, 2011). The following hypotheses were put forward for the two *Involvement* sub-variables:

- H₀₁: There is no significant difference between the identified wine consumer segments in terms of wine knowledge.
- H₀₂: There is no significant difference between the identified wine consumer segments in terms of interest in wine-related events.

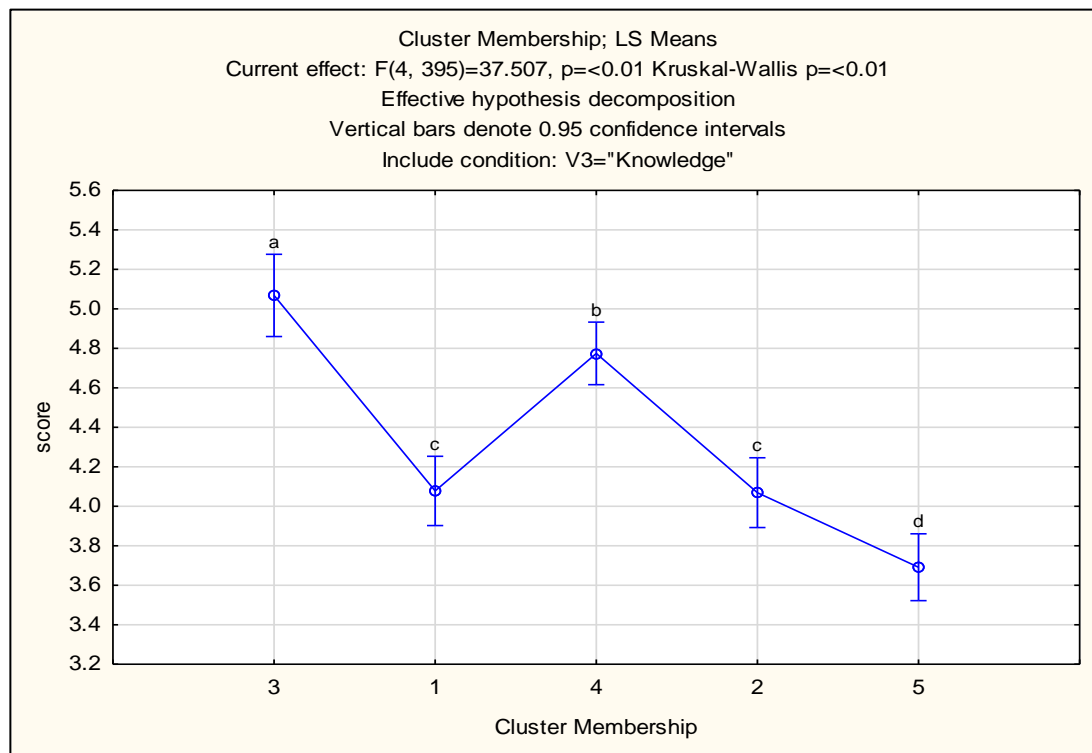
5.5.1.1. *Knowledge*

The *Knowledge* sub-variable of *Involvement* measured aspects such as respondents' self-perceived wine knowledge, their interest in wine, and how regularly they spend reading about wine (Brunner & Siegrist, 2011). The null hypothesis (H₀₁) assumed that there is no significant difference between the identified wine consumer segments in terms of wine knowledge. However, from Figure 5.7 and Table 5.8, it is apparent that there was a significant difference in *Knowledge* between the identified clusters.

Levene's test indicated that the data did not conform to the assumption of heterogeneity of variance ($p < 0.01$). The *F*-test (one-way ANOVA) was employed to investigate whether significant differences exist among the means of different clusters relating to the *Knowledge*. In addition, a Welch test (with the Games-Howell post hoc test) was also done, due to unequal group variances. The results indicated that this test gave the same result as the *F*-test (with Fisher's LSD post hoc). Therefore, only the results of the latter are reported.

The result of the F -test, provided in Figure 5.7, was a p -value below the significance level of 0.05 ($p < 0.01$). This result revealed that significant differences existed between at least one pair of the five identified clusters. Therefore, the null hypothesis (H_{01}) was rejected, as significant differences do exist between the identified wine consumer segments in terms of wine knowledge.

Figure 5.7: Means plot for Knowledge



Since the F -test revealed that significant differences existed between the means of *Knowledge* in at least one pair of clusters, a Fisher's LSD post hoc test signified between which exact pairs of clusters significant differences occurred. The results are presented in Table 5.12 and Figure 5.7. In Table 5.12, the p -values below 0.05 represent significant differences between specific pairs of clusters. The significant differences between clusters are marked with alphabetical letters in the means plot (Figure 5.7).

From both Table 5.12 and Figure 5.7, it is clear that the only pair of clusters that did not differ significantly in their means for *Knowledge* was Clusters 1 and 2. The reason

for this was that Fisher's LSD test produced a p -value (see Table 5.12) above the significance level of 0.05 ($p = 0.94$) for Clusters 1 and 2. Table 5.12 also indicates the relatively similar means of Cluster 1 ($\bar{x} = 4.08$) and Cluster 2 ($\bar{x} = 4.07$). To illustrate, both Cluster 1 and 2 are represented with the same alphabetic letter, 'b', on the means plot in Figure 5.7. Therefore, Clusters 1 and 2 did not differ significantly in their means of *Knowledge*.

By contrast, the remaining sets of clusters did differ significantly in terms of the *Knowledge* sub-variable, since the LSD tests all resulted in p -values below 0.05 (refer to Table 5.12). In addition, each of the remaining sets of clusters is marked with distinct letters in Figure 5.7, also suggesting that they differed significantly in terms of *Knowledge*.

Table 5.12: LSD results between clusters for *Knowledge*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 5.07$)	1 ($\bar{x} = 4.08$)	4 ($\bar{x} = 4.77$)	2 ($\bar{x} = 4.07$)	5 ($\bar{x} = 3.69$)
3		< 0.01	0.03	< 0.01	< 0.01
1	< 0.01		< 0.01	0.94	< 0.01
4	0.03	< 0.01		< 0.01	< 0.01
2	< 0.01	0.94	< 0.01		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

Cluster 1 and Cluster 2 showed similarity, while the other clusters differed in their levels of wine knowledge.

5.5.1.2. *Events*

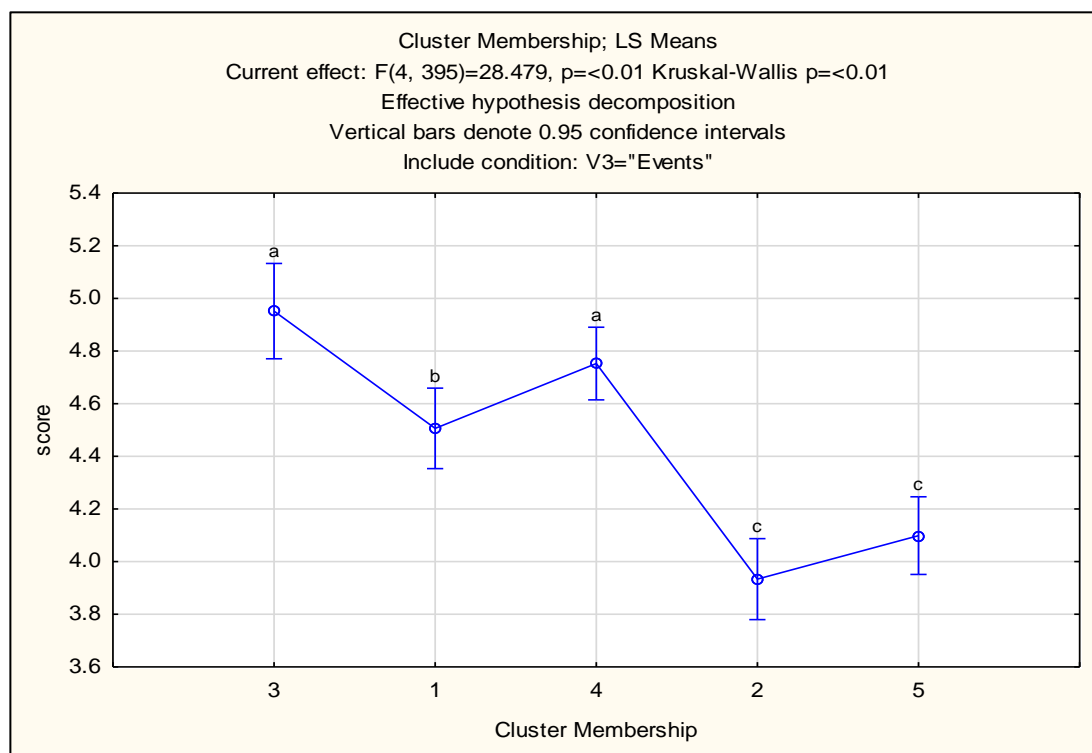
Events measured respondents' involvement with wine. In the questionnaire, respondents had to respond to statements relating to how often they visit wine seminars, participate in wine tastings and tours, and visit wineries (Brunner & Siegrist, 2011). The null hypothesis for events (H_{02}) suggested that no significant difference exists between the identified wine consumer segments in terms of interest in wine-

related events. To reach a conclusion on this null hypothesis, a number of statistical tests were conducted.

Levene's test, which resulted in a p -value below 0.01 ($p < 0.01$), violated the assumption of equal variance between the different clusters for *Events*. An F -test (one-way ANOVA) was then performed to test the null hypothesis. Due to the Levene's test result of unequal group variances, an additional Welch test (with Games-Howell post hoc) was computed to test the hypothesis. The results revealed that this test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

As seen in Figure 5.8, the F -test produced a p -value ($p < 0.01$) below the significance level of 0.05. Therefore, the null hypothesis (H_{02}) could be rejected, meaning that significant differences existed in the means of at least one pair of clusters for the *Events* sub-variable of *Involvement*.

Figure 5.8: Means plot for *Events*



Last, the LSD post hoc test (see Table 5.13) computed p -values to identify which clusters differed significantly in terms of their interest in wine-related events.

Table 5.13: LSD results between clusters for *Events*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.95$)	1 ($\bar{x} = 4.51$)	4 ($\bar{x} = 4.75$)	2 ($\bar{x} = 3.93$)	5 ($\bar{x} = 4.10$)
3		< 0.01	0.09	< 0.01	< 0.01
1	< 0.01		0.02	< 0.01	< 0.01
4	0.09	0.02		< 0.01	< 0.01
2	< 0.01	< 0.01	< 0.01		0.13
5	< 0.01	< 0.01	< 0.01	0.13	

Two pairs of clusters, Clusters 3 and 4 ($p = 0.9$) and Clusters 2 and 5 ($p = 0.13$), did not differ significantly from each other in terms of *Events*, as both pairs had a shared p -value above 0.05. Likewise, the means plot (Figure 5.8) illustrates the similarity between the two sets of clusters; Clusters 3 and 4 were both marked 'a', whereas Clusters 2 and 5 were both marked 'c'. Therefore, these two pairs of clusters were relatively similar in terms of interest in wine-related events. In Figure 5.8, the significant differences are marked with the alphabetic letters 'a', 'b', and 'c', whereas these are illustrated with p -values below 0.05 in Table 5.13.

Both Clusters 3 and 4 (both marked 'a' in Figure 5.8), respectively, differed significantly from Cluster 1 ('b'), Cluster 2 ('c'), and Cluster 5 ('c'). Cluster 1 ('b') differed significantly from Cluster 3 ('a'; $p < 0.01$), Cluster 2 ('c'; $p < 0.01$), and Cluster 5 ('c'; $p < 0.01$). Cluster 2 ('c') differed from Cluster 3 ('a'; $p < 0.01$), Cluster 1 ('b'; $p < 0.01$), and Cluster 4 ('a'; $p < 0.01$).

Whereas Cluster 3 had a mean of 3.93, Cluster 4 had a mean of 4.75 (refer to Table 5.13). Cluster 2 ($\bar{x} = 3.93$) and Cluster 5 ($\bar{x} = 4.10$) had similar means for *Events*. Clusters 3 and 4 and Clusters 2 and 5 had similar levels of interest in wine-related events.

In conclusion, there were significant differences in the means for both sub-variables of *Involvement*, namely *Knowledge* and *Events*, between the identified clusters. The

next segmentation variable investigated among the identified clusters was *Motive/Lifestyle*.

5.5.2. Motive/Lifestyle

The second variable used to segment the South African wine market was *Motive/Lifestyle*. In this study, these terms are used interchangeable, and refer to lifestyle-related factors that motivate respondents to consume wine (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Charters, 2006; Graziano *et al.*, 2012). The *Motive/Lifestyle* variable had nine sub-variables, namely *Self-expression, Recreation, Sociability, Health, Style, Food, Tradition, Fun, and Intellectual challenge*. Accordingly, the following hypotheses were put forward:

- H₀₃: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for self-expression.
- H₀₄: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for recreation.
- H₀₅: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for sociability.
- H₀₆: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for health-related reasons.
- H₀₇: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for style-related reasons.
- H₀₈: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine with food.
- H₀₉: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine as a tradition.
- H₁₀: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for fun.
- H₁₁: There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for an intellectual challenge.

Each hypothesis is addressed in the sections to follow.

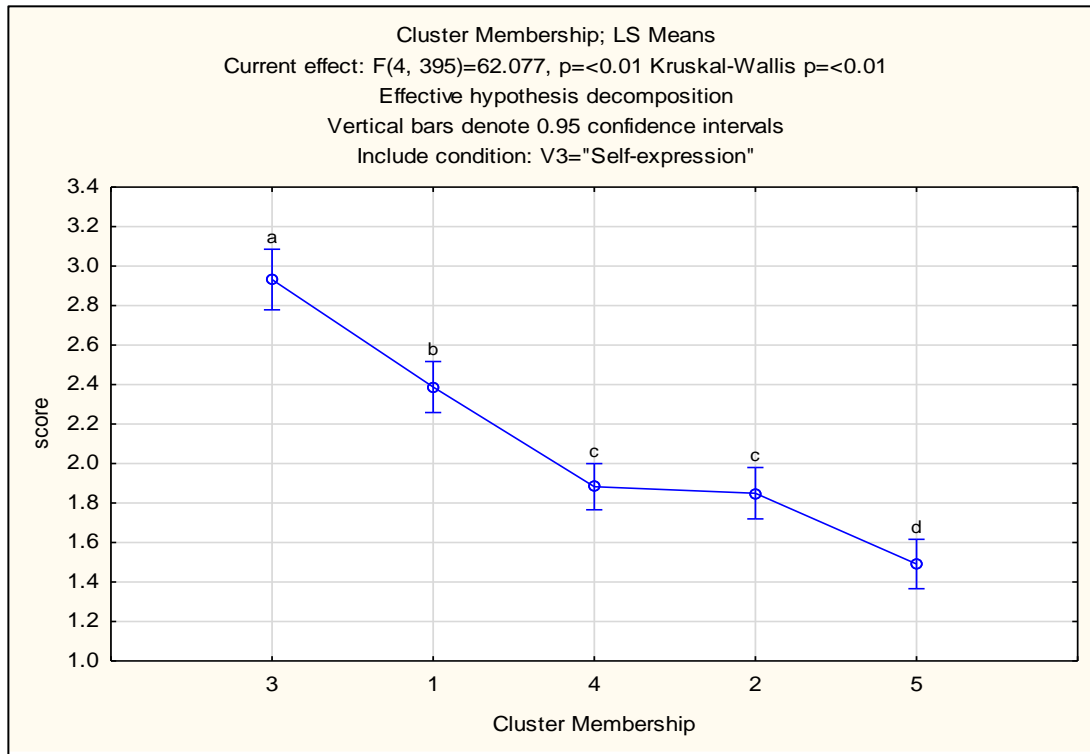
5.5.2.1. *Self-expression*

Self-expression refers to an individual expressing their interests and external identity publicly (Assimos *et al.*, 2019). In this study, self-expression relates to respondents consuming wine to express themselves, for instance, to be distinctive, socially accepted, respected, or to reflect status and success (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). The null hypothesis (H_{03}) for this sub-variable assumed that there is no significant difference between the identified wine consumer segments with regard to self-expression as a motive to consume wine. The results of testing this hypothesis are reported next.

First, the results of Levene's test ($p < 0.01$) indicated that the variances for *Self-expression* were heterogeneous (unequal) between the five identified clusters, as the p -value was below the significance level of 0.05. Therefore, the data did not conform to the assumption of homogeneity of variance. In addition, a Welch test (with Games-Howell post hoc) was also done, due to unequal group variances. The results indicated that this test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

As seen in Figure 5.9, the F -test resulted in a p -value of less than 0.01, and consequently, the null hypothesis (H_{03}) was rejected. This result confirms that there were significant differences between the *Self-expression* means of at least one pair of the five identified clusters.

Figure 5.9: Means plot for *Self-expression*



Fisher's LSD post hoc test was used to identify which specific clusters differed significantly in the motive to consume wine for self-expression. As seen in Table 5.14, it is evident that the shared p -value of Clusters 2 and 4 ($p = 0.71$) exceeded 0.05; therefore, there was no significant difference with regard to self-expression as a motive for wine consumption for Clusters 2 and 4.

Table 5.14: LSD results between clusters for *Self-expression*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 2.93$)	1 ($\bar{x} = 2.39$)	4 ($\bar{x} = 1.88$)	2 ($\bar{x} = 1.85$)	5 ($\bar{x} = 1.49$)
3		< 0.01	< 0.01	< 0.01	< 0.01
1	< 0.01		< 0.01	< 0.01	< 0.01
4	< 0.01	< 0.01		0.71	< 0.01
2	< 0.01	< 0.01	0.71		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

Clusters 2 and 4 were both marked 'c' in the means plot (Figure 5.9), as there was no significant difference between the means of *Self-expression* of the two clusters. With reference to Table 5.14, it is also evident that the clusters had relatively similar *Self-expression* means. Cluster 2 had a mean of 1.85, and Cluster 4 had a mean of 1.88.

The means plot (Figure 5.9) and Table 5.14 reveal that both Cluster 2 and Cluster 4 (both marked 'c'), respectively, differed significantly from Cluster 1 ('b'), Cluster 3 ('a'), and Cluster 5 ('d'). All the p -values were below the significance level of 0.05 (Table 5.14) indicating that these clusters differed significantly from each other with regard to self-expression as a motive to consume wine.

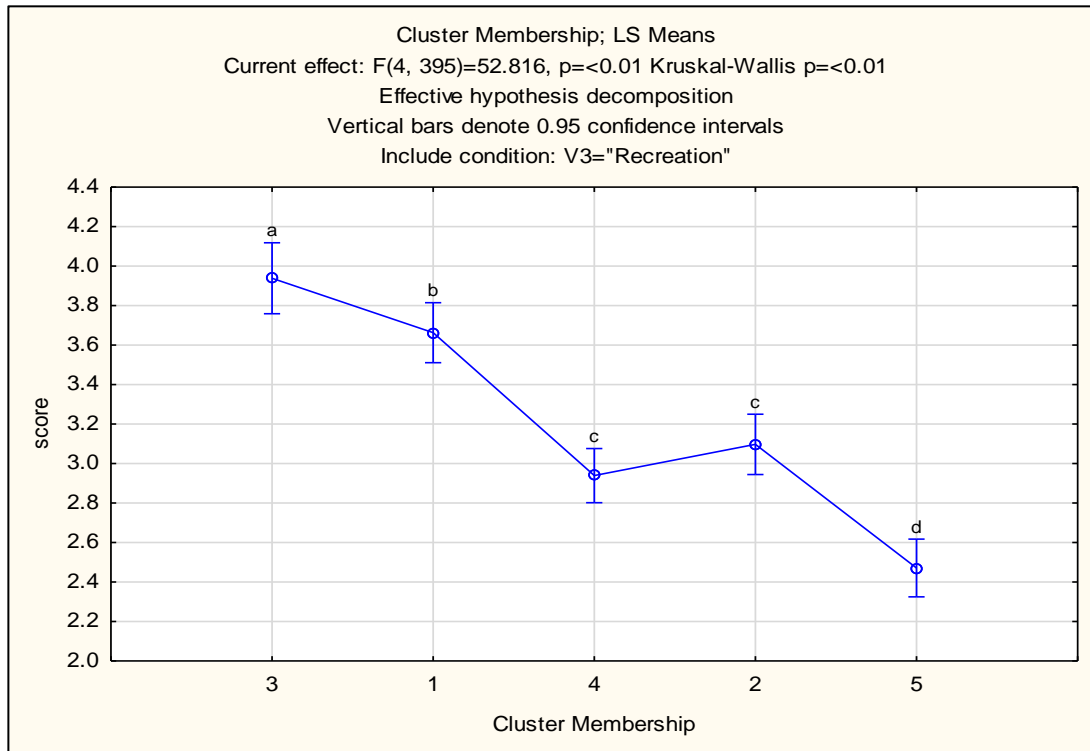
The next *Motive/Lifestyle* hypothesis that was tested related to *Recreation*.

5.5.2.2. *Recreation*

Wine has the ability make an individual relax, as a result of the physiological effect that alcohol has on an individual's body (Charters, 2006; Mouret *et al.*, 2013; Thach, 2012). Therefore, the *Recreation* motive refers to consuming wine for recreational purposes, such as helping one to relax after a busy work day, or even to fall asleep (Brunner & Siegrist, 2011; Charters, 2006; Weightman *et al.*, 2019). As a recreational wine consumption motive, wine might also be consumed as a coping mechanism when an individual feels depressed or lonely, as wine can comfort consumers and decrease their anxiety and stress (Brunner & Siegrist, 2011; Castriota, 2020; Moran & Saliba, 2012).

The proposed null hypothesis for *Recreation* (H_{04}) stated that no significant differences exist between the identified wine consumer segments in terms of recreation as a motive to consume wine. To test this null hypothesis, a number of statistical tests were conducted.

The initial Levene's test yielded a p -value of 0.32, which suggested that the variances for *Recreation* were equal between all the clusters. Due to equal variances, an F-test was performed to test the null hypothesis. The p -value ($p < 0.01$) of the F-test (one-way ANOVA) indicated that significant differences existed in the *Recreation* means of at least one pair of clusters, as the value was below 0.05 (refer to Figure 5.10). Therefore, H_{04} was rejected, as significant differences existed in the means for *Recreation* between the clusters.

Figure 5.10: Means plot for Recreation

The results of Fisher's LSD post hoc test indicated the exact clusters that differed significantly. The means plot (Figure 5.10) showed that significant differences existed between Cluster 3 (marked 'a' in Figure 5.10) and the other four clusters. Cluster 1 ('b') also differed significantly from all the other clusters. Cluster 4 ('c') differed significantly from the other clusters, except Cluster 2 ('c'). Cluster 2 ('c') differed from the other clusters, except Cluster 4 ('c'). Therefore, Clusters 2 and 4, both marked 'c' in Figure 5.10, did not differ significantly in terms of their means for *Recreation* as a motive for wine consumption.

Table 5.15 supports this view, as the LSD test produced a shared p -value of 0.13 for Clusters 2 and 4, which was above the significance level of 0.05. This similarity is also evident in the means of Cluster 2 ($\bar{x} = 3.10$) and Cluster 4 ($\bar{x} = 2.94$). The other pairs of clusters all scored shared p -values below 0.05 (refer to Table 5.14). Cluster 5 ('d') differed significantly from the other four clusters with regard to *Recreation*. The significant difference between Cluster 5 and the other four clusters is also supported by the shared p -values of Fisher's LSD post hoc below 0.05 (refer to Table 5.15).

Table 5.15: LSD results between clusters for *Recreation*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	{3} $\bar{x} = 3.94$	{1} $\bar{x} = 3.66$	{4} $\bar{x} = 2.94$	{2} $\bar{x} = 3.10$	{5} $\bar{x} = 2.47$
3		0.02	< 0.01	< 0.01	< 0.01
1	0.02		< 0.01	< 0.01	< 0.01
4	< 0.01	< 0.01		0.13	< 0.01
2	< 0.01	< 0.01	0.13		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

The next hypothesis investigated was related to the *Sociability* sub-variable of *Motive/Lifestyle*.

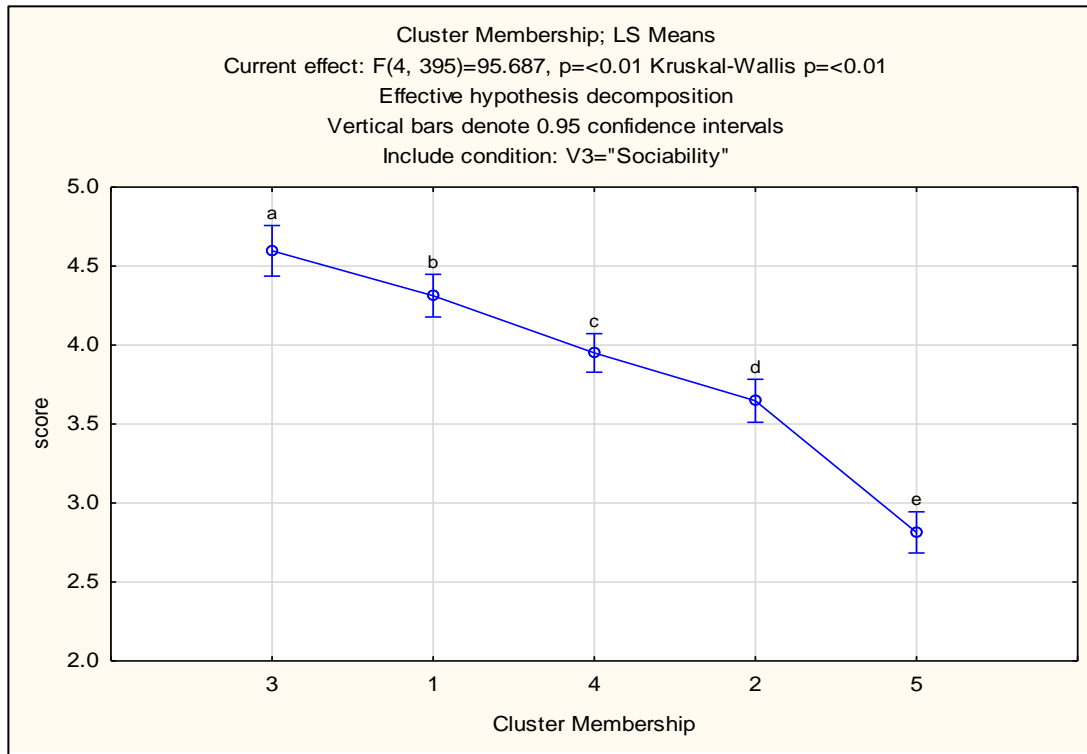
5.5.2.3. *Sociability*

Wine is an alcoholic beverage that is often consumed in the company of others, and can therefore be characterised as a social beverage. For this reason, being sociable can be a motive for respondents to consume wine (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). The null hypothesis (H_{05}) states that there is no significant difference between the identified wine consumer segments regarding sociability as a motive to consume wine.

For the *Sociability* sub-variable, Levene's test scored a p -value above the significance level of 0.05 ($p = 0.13$). Therefore, the assumption of homogeneity of variance was violated for this sub-variable. To test the null hypothesis (H_{05}), an F -test (one-way ANOVA) with Fisher's LSD post hoc was performed. Since group variances were unequal, an additional Welch test (with Games-Howell post hoc) was computed. However, the Welch test produced the same result as the F -test. Therefore, only the result of the latter is reported.

The F -test for significant differences among clusters yielded a p -value of less than 0.01 (see Figure 5.11), which was below the significance level of 0.05. Therefore, the null hypothesis (H_{05}) was rejected, as significant differences did not exist in the means of the *Sociability* sub-variable between at least one pair of the five identified clusters.

Figure 5.11: Means plot for Sociability



The *p*-values of the post hoc LSD test in the cross table (Table 5.16) indicated where the significant differences occurred. There were significant differences between the means for *Sociability* across all segments, as all the shared *p*-values were below 0.05. The significant differences can also be seen in the means plot (Figure 5.11). Each cluster was plotted with a different alphabetic letter ('a', 'b', 'c', 'd', and 'e'), indicating that there were significant differences between the means of all the identified segments in terms of *Sociability*. With reference to Table 5.16, Cluster 3 had the highest mean ($\bar{x} = 4.60$), while Cluster 5 had the lowest ($\bar{x} = 2.81$).

Table 5.16: LSD results between clusters for Sociability

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.60$)	1 ($\bar{x} = 4.31$)	4 ($\bar{x} = 3.95$)	2 ($\bar{x} = 3.65$)	5 ($\bar{x} = 2.81$)
3		< 0.01	< 0.01	< 0.01	< 0.01
1	< 0.01		< 0.01	< 0.01	< 0.01
4	< 0.01	< 0.01		< 0.01	< 0.01

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.60$)	1 ($\bar{x} = 4.31$)	4 ($\bar{x} = 3.95$)	2 ($\bar{x} = 3.65$)	5 ($\bar{x} = 2.81$)
2	< 0.01	< 0.01	< 0.01		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

The next hypothesis that was tested related to the *Health* sub-variable of *Motive/Lifestyle*.

5.5.2.4. *Health*

Wine is perceived by many as a healthy alcoholic beverage (Dobele *et al.*, 2018; Sharma *et al.*, 2020; Yoo *et al.*, 2013). For example, moderate red wine consumption is considered to hold health benefits ranging from preventing cardiovascular ailments to increasing lifespan (Chang *et al.*, 2016). For this reason, health can be a wine consumption motive for wine consumers. The null hypothesis (H_{06}) proposes that there is no significant difference between wine consumer segments with regard to health as a motive to consume wine. To reach a conclusion on the hypothesis, several tests were conducted.

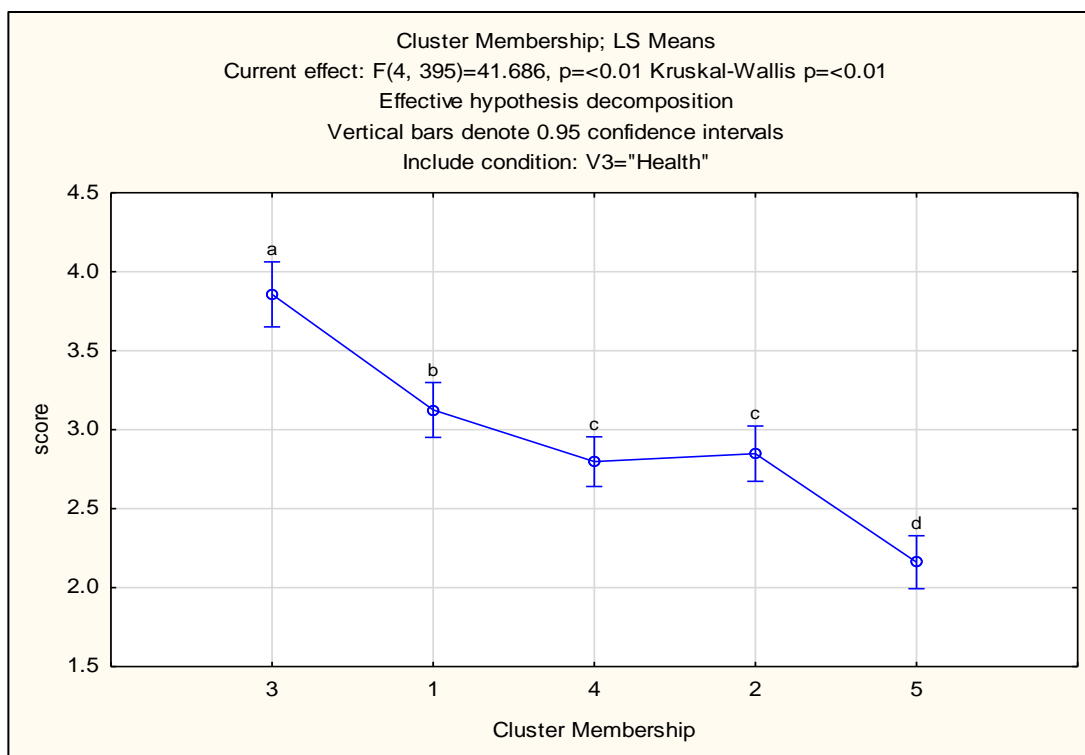
First, Levene's test resulted in a p -value of 0.05, suggesting unequal variance among clusters for the *Health* sub-variable. Therefore, the data did not conform to the assumption of homogeneity. To test the null hypothesis, an F -test (one-way ANOVA) was performed. Additionally, a Welch test (with Games-Howell post hoc) was done, due to heterogeneity in group variances. The results revealed that this test gave the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the results of the latter are reported.

The F -test calculated a p -value ($p < 0.01$) below the significance level of 0.05 (refer to Figure 5.27). As a result, the null hypothesis (H_{06}) was rejected, due to statistically significant differences between the *Health* means of at least one pair of clusters.

As illustrated in Figure 5.12, Fisher's LSD post hoc test revealed that Cluster 3 (marked 'a' on the means plot), Cluster 1 ('b'), Cluster 4 ('c'), and Cluster 5 ('d') differed significantly from each other. Similarly, Cluster 3 ('a'), Cluster 1 ('b'), Cluster 2 ('c'),

and Cluster 5 ('d') differed significantly in their means for *Health*. However, Cluster 2 and Cluster 4 did not differ significantly, as both were marked 'c' on the means plot.

Figure 5.12: Means plot for *Health*



The *p*-values in Table 5.17 indicate that Cluster 2 ($\bar{x} = 2.85$) and Cluster 4 ($\bar{x} = 2.80$) shared similarity in their means. Hence, the *p*-value of 0.67 was above the significance level of 0.05. By contrast, the *p*-values below 0.05 in Table 5.17 suggest that the other clusters differed significantly from each other.

Table 5.17: LSD results between clusters for *Health*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 3.86$)	1 ($\bar{x} = 3.13$)	4 ($\bar{x} = 2.80$)	2 ($\bar{x} = 2.85$)	5 ($\bar{x} = 2.16$)
3		< 0.01	< 0.01	< 0.01	< 0.01
1	< 0.01		< 0.01	0.03	< 0.01
4	< 0.01	< 0.01		0.67	< 0.01

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 3.86$)	1 ($\bar{x} = 3.13$)	4 ($\bar{x} = 2.80$)	2 ($\bar{x} = 2.85$)	5 ($\bar{x} = 2.16$)
2	< 0.01	0.03	0.67		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

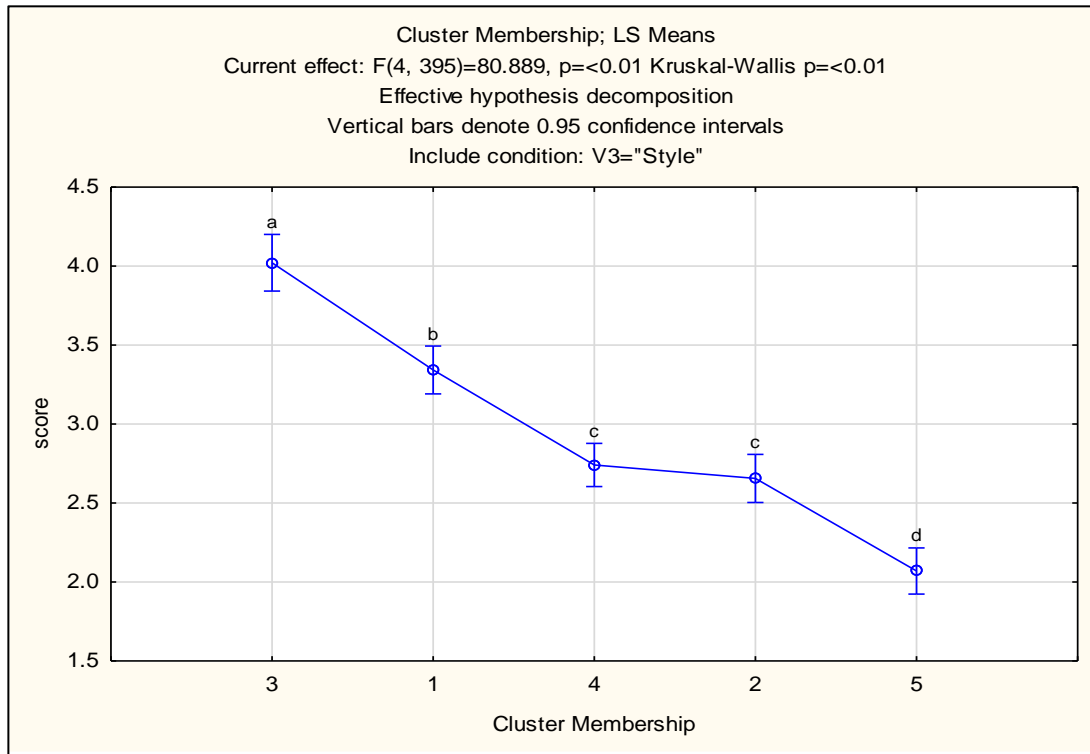
The next hypothesis test discussed relates to the *Style* sub-variable of the *Motive/Lifestyle* variable.

5.5.2.5. *Style*

Wine consumers may appreciate the aesthetic and superiority of the wine product and be driven to consume wine to be stylish (Brunner & Siegrist, 2011). Therefore, *Style* was explored as a sub-variable of *Motive/Lifestyle* in this study. The null hypothesis (H_{07}) states that there is no significant difference between wine consumer segments in terms of style as a motive to consume wine. The null hypothesis was tested, and the results are discussed next.

The p -value derived from Levene's test ($p < 0.01$) indicated that the variance of the *Style* sub-variable was not equal across the identified clusters. A F -test (one-way ANOVA) was conducted to test the hypothesis. However, since the data did not conform to the assumption of homogeneity of variance, a Welch test (with Games-Howell post hoc) was done. The results of the Welch test were the same as the F -test (with Fisher's LSD post hoc). Therefore, only the results of F -test and Fisher's LSD test are reported.

As seen in Figure 5.13, the F -test produced a p -value below 0.05 ($p < 0.01$). As a result, the null hypothesis (H_{07}) was rejected, as there were significant differences between wine consumer segments in terms style as a motive to consume wine.

Figure 5.13: Means plot for *Style*

As seen in Figure 5.13, Cluster 2 and Cluster 4 did not differ significantly from each other in terms of *Style*. These two clusters were both marked 'c' in the means plot (Figure 5.28), suggesting similarity in their means. For the two clusters, Fisher's LSD shared p -value of 0.41 (see Table 5.18) was above the significance level of 0.05, which also suggested that there was no significant difference between Clusters 2 and 4 for the *Style* sub-variable.

However, Cluster 3 (marked 'a' in Figure 5.13), Cluster 1 ('b'), and Cluster 5 ('d'), respectively, differed significantly from both Cluster 2 and Cluster 4 (both 'c') in their *Style* means. This finding is supported by these clusters' shared p -values below 0.05, shown in Table 5.18.

Table 5.18: LSD results between clusters for *Style*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.02$)	1 ($\bar{x} = 3.34$)	4 ($\bar{x} = 2.74$)	2 ($\bar{x} = 2.66$)	5 ($\bar{x} = 2.07$)
3		< 0.01	< 0.01	< 0.01	< 0.01
1	< 0.01		< 0.01	< 0.01	< 0.01
4	< 0.01	< 0.01		0.41	< 0.01
2	< 0.01	< 0.01	0.41		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

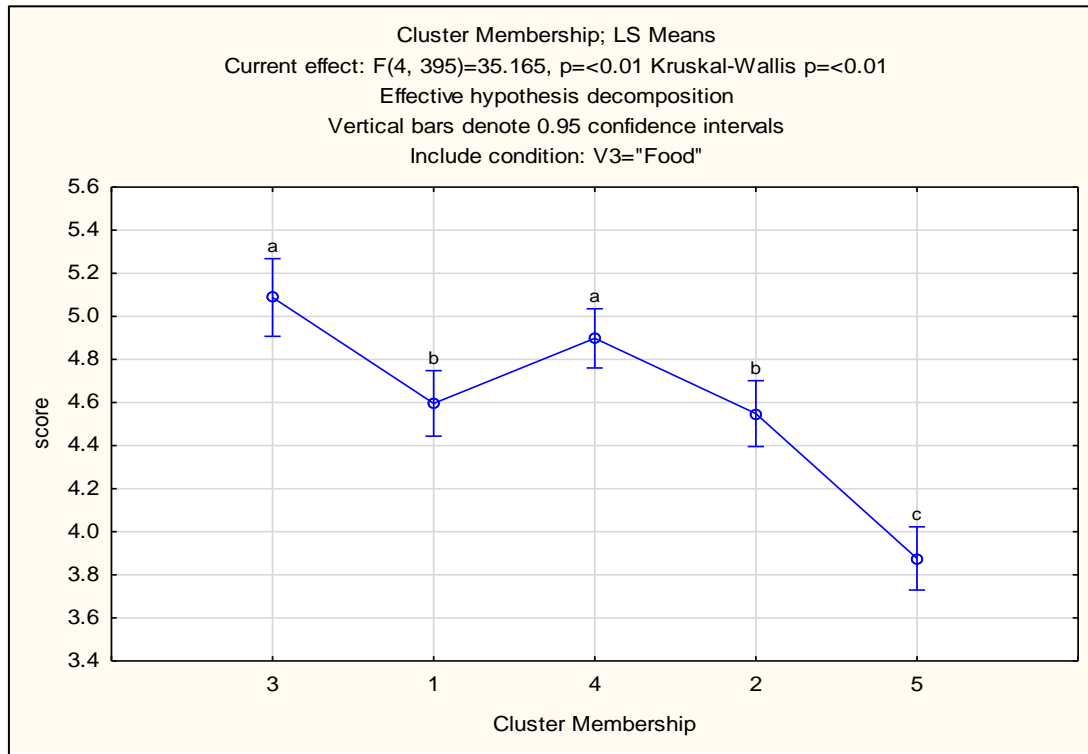
Next, a hypothesis test was conducted for the *Food* sub-variable of *Motive/Lifestyle*.

5.5.2.6. *Food*

Pairing wine with food enhances the taste of both the food and the wine. For this reason, many consumers enjoy the experience of consuming wine with their food (Brunner & Siegrist, 2011; Koone *et al.*, 2014; Thach, 2012); hence, food is another possible motive for consuming wine.

The null hypothesis related to *Food* (H_{08}) that was tested proposes that no significant differences exist between the identified wine consumer segments in terms of food as a motive to consume wine. For this hypothesis test, Levene's test resulted in a p -value below 0.05 ($p < 0.01$) for the *Food* sub-variable. Therefore, the assumption that variances are equal among all clusters was violated. To test the null hypothesis, an F -test (one-way ANOVA) was conducted. In addition, a Welch test (with Games-Howell post hoc) was also done, due to unequal group variances. The results revealed that this test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the results of the latter are reported.

As indicated in Figure 5.29, the p -value of the F -test ($p < 0.01$) indicated that significant differences existed in the means of *Food* between at least one pair of clusters. Hence, the p -value was below the significance level ($p < 0.05$), and the null hypothesis (H_{08}) was rejected.

Figure 5.14: Means plot for *Food*

The post hoc LSD test revealed between which clusters significant differences occurred. As illustrated in the means plot (Figure 5.14) and in the LSD post hoc test cross table (Table 5.19), two pairs of clusters did not differ significantly in terms of *Food*. Cluster 3 and Cluster 4 did not differ significantly; both clusters were marked 'a' (see Figure 5.14), and had a shared p -value above 0.05 ($p = 0.10$), shown in Table 5.19. Clusters 1 and 2 (both marked 'b'; $p = 0.67$) had a shared p -value below 0.05; therefore, these clusters also did not differ significantly.

However, from the means plot, it is clear that both Clusters 3 and 4 (both marked 'a'), respectively, differed significantly from Cluster 1 ('b'), Cluster 2 ('b'), and Cluster 5 ('c'). Further, Clusters 1 and 2 (both marked 'b'), respectively, differed significantly from Cluster 3 ('a'), Cluster 4 ('a'), and Cluster 5 ('c'). Cluster 5 ('c') differed significantly from each of the other four clusters (see Table 5.19).

Table 5.19: LSD results between clusters for *Food*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 5.09$)	1 ($\bar{x} = 4.60$)	4 ($\bar{x} = 4.90$)	2 ($\bar{x} = 4.55$)	5 ($\bar{x} = 3.88$)
3		< 0.01	0.10	< 0.01	< 0.01
1	< 0.01		< 0.01	0.67	< 0.01
4	0.10	< 0.01		< 0.01	< 0.01
2	< 0.01	0.67	< 0.01		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

Based on the results, the null hypothesis for the *Food* sub-variable of *Motive/Lifestyle* was rejected. Next, the null hypothesis for the *Tradition* sub-variable of *Motive/Lifestyle* was tested.

5.5.2.7. *Tradition*

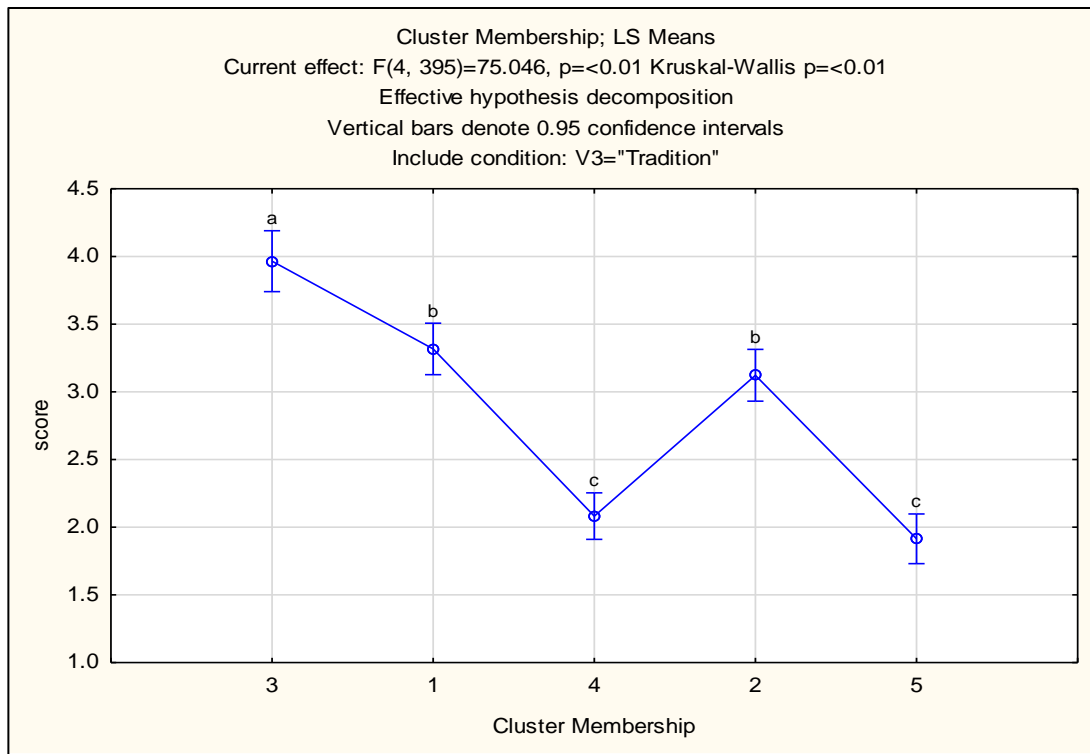
Consumers' upbringing plays a role in their wine consumption in adulthood, and in how they integrate it into their lifestyle (Babin & Harris, 2018; Castriota, 2020; Schiffman & Wisenblit, 2019). The *Tradition* sub-variable of the *Motive/Lifestyle* variable refers to family tradition, cultural background, or a ritual to consume wine, for example, daily, after work (Brunner & Siegrist, 2011). The null hypothesis (H_{09}) proposes that there is no significant difference between wine consumer segments in terms of tradition as a motive to consume wine.

The p -value of Levene's test for 'tradition' ($p < 0.01$) was below the significance level of 0.05, suggesting that the variances for *Tradition* were not equal between the five clusters. As part of a one-way ANOVA, a F -test (with Fisher's LSD post hoc) was conducted to test the null hypothesis (H_{09}). Since Levene's test violated the assumption of homogeneity, an additional Welch test (with Games-Howell post hoc) was conducted. However, the results of this test were the same as the F -test. Therefore, the result of the F -test with Fisher's LSD test is reported.

The p -value of the F -test ($p < 0.01$) was below the significance level of 0.05 (see Figure 5.15). For this reason, the null hypothesis (H_{09}) was rejected. Significant

differences existed in the means of *Tradition* for at least one pair of the identified clusters.

Figure 5.15: Means plot for *Tradition*



In Table 5.20, it is evident that Clusters 1 ($\bar{x} = 3.32$) and 2 ($\bar{x} = 3.12$) did not differ significantly in terms of *Tradition*, as the LSD post hoc test calculated a shared p -value of $p = 0.16$ for the clusters.

Table 5.20: LSD results between clusters for *Tradition*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 3.96$)	1 ($\bar{x} = 3.32$)	4 ($\bar{x} = 2.08$)	2 ($\bar{x} = 3.12$)	5 ($\bar{x} = 1.91$)
3		< 0.01	< 0.01	< 0.01	< 0.01
1	< 0.01		< 0.01	0.16	< 0.01
4	< 0.01	< 0.01		< 0.01	0.19
2	< 0.01	0.16	< 0.01		< 0.01
5	< 0.01	< 0.01	0.19	< 0.01	

Both Clusters 1 and 2 were marked with 'b' on the means plot (see Figure 5.15). Cluster 4 ($\bar{x} = 2.08$) and Cluster 5 ($\bar{x} = 1.91$) were not significantly different, as both were marked with 'c', and had a shared p -value of $p = 0.19$ (see Table 5.20). Therefore, not all pairs of clusters were significantly different in terms tradition as a motive to consume wine.

However, both Clusters 1 and 2, respectively, differed significantly from Clusters 3, 4, and 5, while Cluster 3 differed from all the other clusters. Clusters 4 and 5 (both marked 'c' in Figure 5.15), respectively, differed from Clusters 1, 2, and 3. The LSD test p -values below the significance level of 0.05 in Table 5.20 also confirmed significant differences between these identified clusters in terms of *Tradition*.

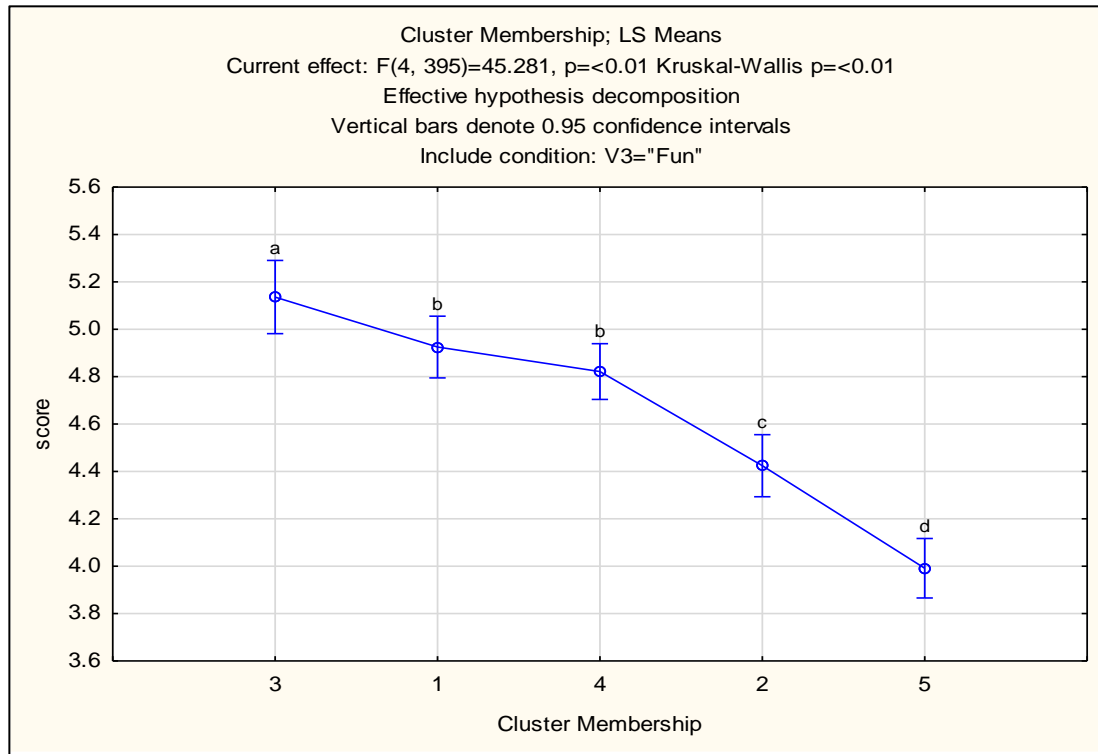
This study also investigated if significant differences existed between clusters for the *Fun* sub-variable of the *Motive/Lifestyle* variable, which is addressed next.

5.5.2.8. *Fun*

The consumption of wine could bring enjoyment and pleasure to a consumer, as it is a hedonic product that elicits pleasure (Ogbeide & Bruwer, 2013; Sharma *et al.*, 2020; Solomon, 2018). Wine can also enhance the fun of an occasion such as consuming wine with friends or celebrating a wedding (Ogbeide & Bruwer, 2013; Sharma *et al.*, 2020; Solomon, 2018). Therefore, consuming wine for fun was another lifestyle motive investigated in this study. For the *Fun* sub-variable, the null hypothesis (H_{10}) proposes that there is no significant difference between wine consumer segments in terms of fun as a motive to consume wine

Based on the results of the Levene's test ($p < 0.01$), the assumption of homogeneity of variance was rejected. An F -test was performed to test the null hypothesis. In addition, a Welch test (with Games-Howell post hoc) was done, due to heterogeneity in group variances. The results indicated that this test gave the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the results of the latter are reported.

With reference to Figure 5.16, the F -test test computed a p -value of less than 0.01 ($p < 0.01$), which was below the significance level of 0.05. Therefore, the null hypothesis (H_{10}) was rejected. Significant differences existed between at least one pair of clusters in terms of fun as the motive to consume wine.

Figure 5.16: Means plot for *Fun*

Fisher's LSD post hoc test revealed that no significant difference existed between the *Fun* sub-variable means of Cluster 1 ($\bar{x} = 4.93$) and Cluster 4 ($\bar{x} = 4.82$). The lack of significant difference is illustrated on the means plot (Figure 5.31), with both Clusters 1 and 4 marked 'b'. The cross table (Table 5.21) showed a shared p -value of 0.25 for Clusters 1 and 4, which was above the significance level of 0.05. However, both Clusters 1 and 4, respectively, differed significantly from each of the other clusters (Clusters 2, 3, and 5) in terms of the *Fun* sub-variable.

Table 5.21: LSD results between clusters for *Fun*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 $\bar{x} = 5.14$	1 $\bar{x} = 4.93$	4 $\bar{x} = 4.82$	2 $\bar{x} = 4.42$	5 $\bar{x} = 3.99$
3		0.04	< 0.01	< 0.01	< 0.01
1	0.04		0.25	< 0.01	< 0.01
4	< 0.01	0.25		< 0.01	< 0.01
2	< 0.01	< 0.01	< 0.01		< 0.01

CLUSTER MEMBERSHIP AND MEAN					
CLUSTER MEMBERSHIP	3 $\bar{x} = 5.14$	1 $\bar{x} = 4.93$	4 $\bar{x} = 4.82$	2 $\bar{x} = 4.42$	5 $\bar{x} = 3.99$
5	< 0.01	< 0.01	< 0.01	< 0.01	

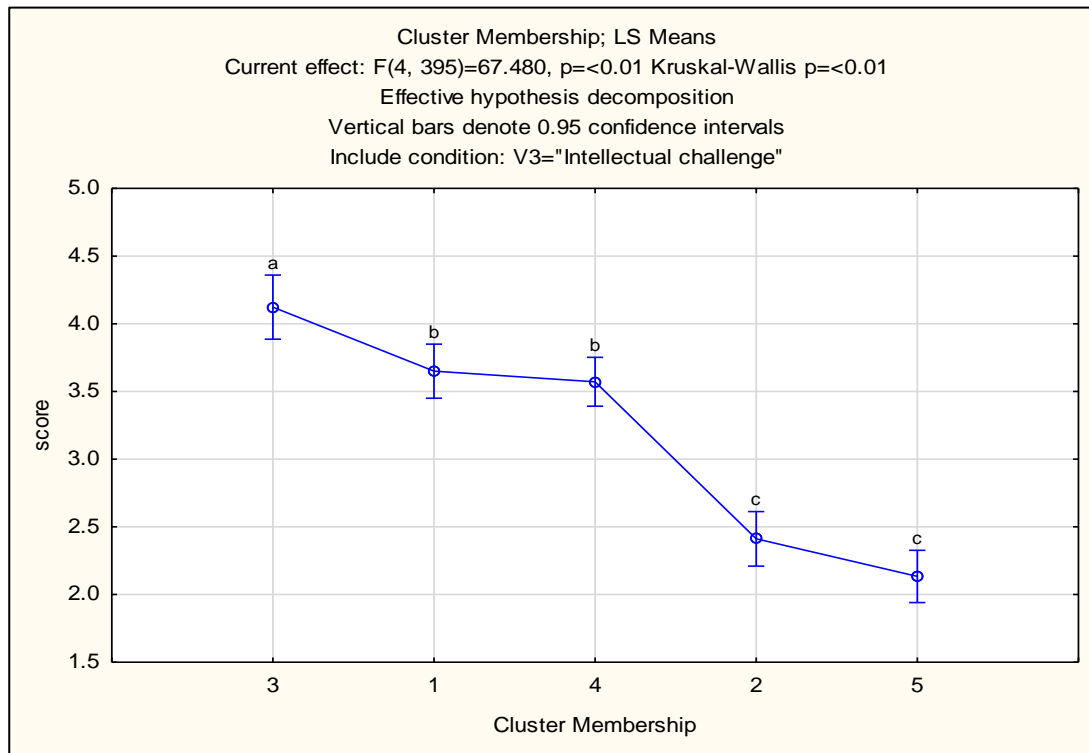
The results for the final *Motive/Lifestyle* sub-variable that was investigated in this study, namely *Intellectual challenge*, are reported next.

5.5.2.9. *Intellectual challenge*

The wine product varies in style, quality, product attributes, and taste (Anchor & Lacinová, 2015; Olsen *et al.*, 2015). Consequently, consumers tend to find wine intellectually stimulating when experiencing the different types, varieties, and tastes (Brunner & Siegrist, 2011). Among other motives, this study also investigated the intellectual challenge wine offers as a motive for wine consumption among South African wine consumers. The null hypothesis for *Intellectual challenge* (H_{11}) puts forward that there is no significant difference between wine consumer segments intellectual challenge as their motive to consume wine. The results of the hypothesis testing are report next.

Levene's test for homogeneity in variances resulted in a p -value below the significance level of 0.05 ($p < 0.01$). This suggests that the clusters had unequal variances for the Intellectual challenge sub-variable. An F -test was used to test the null hypothesis. An additional Welch test (with Games-Howell post hoc) was conducted, since group variances were unequal. However, this test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the results of the latter are reported.

The result of the F -test (see $p < 0.01$ in Figure 5.17) indicated that significant differences existed between the *Intellectual challenge* means of the clusters, as the p -value was below the significance level of 0.05. Therefore, the null hypothesis (H_{11}) was rejected.

Figure 5.17: Means plot for *Intellectual challenge*

Fisher's LSD post hoc test revealed where exactly the differences between the clusters occurred. As seen in the means plot in Figure 5.17, there was no significant difference between Cluster 1 and Cluster 4 (both marked 'b'). Cluster 2 and Cluster 5 (both marked 'c'), also did not differ significantly. The results in Table 5.22 coincide with the means plot in Figure 5.17. Evidently, there were significant differences ($p < 0.05$) amongst all the clusters in terms of the *Intellectual challenge* sub-variable, except for Clusters 1 and 4 ($p = 0.57$) and Clusters 2 and 5 ($p = 0.05$).

Table 5.22: LSD results between clusters for *Intellectual challenge*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.12$)	1 ($\bar{x} = 3.65$)	4 ($\bar{x} = 3.57$)	2 ($\bar{x} = 2.41$)	5 ($\bar{x} = 2.13$)
3		< 0.01	< 0.01	< 0.01	< 0.01
1	< 0.01		0.57	< 0.01	< 0.01
4	< 0.01	0.57		< 0.01	< 0.01
2	< 0.01	< 0.01	< 0.01		0.05
5	< 0.01	< 0.01	< 0.01	0.05	

In the next section, the null hypotheses regarding *Purchase behaviour* are addressed.

5.5.3. Purchase behaviour

The third and final segmentation variable investigated in this study was *Purchase behaviour*, which explored the purchase behaviour of respondents through wine product purchase criteria. The wine product purchase criteria are, therefore, the sub-variables of the *Purchase behaviour* variable. Wine product purchase criteria the aspects respondents pay attention to when buying wine for their own consumption (Brunner & Siegrist, 2011). Five sub-variables of *Purchase behaviour* were measured: *Intrinsic aspects*, *Rating*, *Recommendation*, *Heritage*, and *Bargain*.

The following hypotheses were proposed for the *Purchase behaviour* sub-variables:

- H₁₂: There is no significant difference between the identified wine consumer segments in terms of paying attention to intrinsic aspects when buying wine.
- H₁₃: There is no significant difference between the identified wine consumer segments in terms of paying attention to rating when buying wine.
- H₁₄: There is no significant difference between the identified wine consumer segments in terms of paying attention to recommendations when buying wine.
- H₁₅: There is no significant difference between the identified wine consumer segments in terms of paying attention to heritage when buying wine.
- H₁₆: There is no significant difference between the identified wine consumer segments in terms of paying attention to bargains when buying wine.

In the following section, the results of testing the aforementioned hypotheses are reported, starting with the hypothesis regarding *Intrinsic aspects*.

5.5.3.1. *Intrinsic aspects*

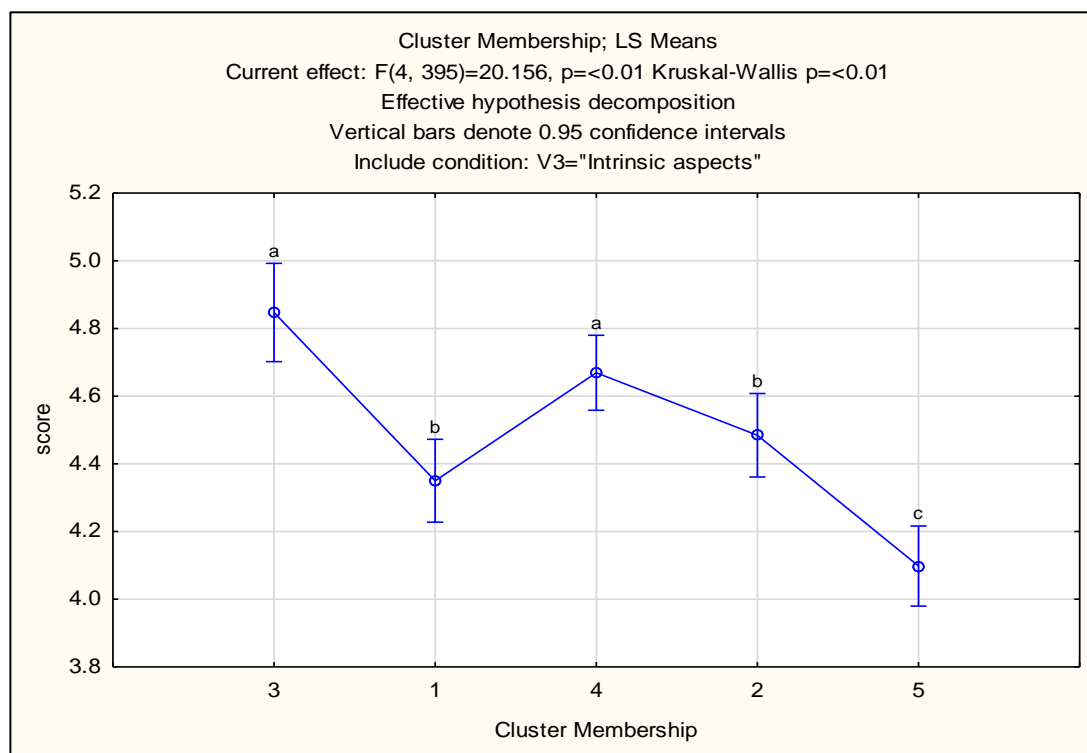
In this study, the term *intrinsic aspects* alludes to the basic properties of the wine product, and includes both intrinsic and extrinsic product attributes. Respondents had to indicate the importance of the following intrinsic aspects on a six-point Likert-type scale: the information contained in the label, the vintage of the wine, the origin of the

wine, the alcohol level, the producer/brand, and the price. The following null hypothesis (H_{12}) was proposed for *Intrinsic aspects* as a wine product purchase criterion: There is no significant difference between the identified wine consumer segments in terms of paying attention to intrinsic aspects when buying wine.

For the *Intrinsic aspects* sub-variable, Levene's test produced a p -value below 0.05 ($p < 0.01$), which indicated that the variances between clusters were not equal. An F -test was computed to test the null hypothesis, and a Welch test (with Games-Howell post hoc) was also conducted due to unequal group variances. The results showed that the Welch test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

The p -value derived from the F -test ($p < 0.01$) was below the significance level of 0.05, which indicated that significant differences existed between the clusters for *Intrinsic aspects* (refer to Figure 5.18). Therefore, the null hypothesis (H_{12}) was rejected.

Figure 5.18: Means plot for *Intrinsic aspects*



Fisher's LSD post hoc test indicated significant differences existed between clusters in the means of *Intrinsic aspects*. As seen in Figure 5.18 and Table 5.23, there was no significant difference between Cluster 3 ($\bar{x} = 4.85$) and Cluster 4 ($\bar{x} = 4.67$); both were marked 'a' in the means plot, and they had a shared p -value above the significance level of 0.05 ($p = 0.06$) (see Table 5.23). Cluster 1 ($\bar{x} = 4.35$) and Cluster 2 ($\bar{x} = 4.48$) did not differ significantly in their means (see 'b' in Figure 5.18 and $p = 0.13$ in Table 5.23).

However, the means plot (Figure 5.18) indicated that both Clusters 3 and 4 ('a'), respectively, differed from Cluster 1 ('b'), Cluster 2 ('b'), and Cluster 5 ('c'). Further, Clusters 1 and 2 (both 'b'), respectively, differed from Cluster 3 ('a'), Cluster 4 ('a'), and Cluster 5 ('c'). Last, Cluster 5 ('c') differed significantly from the other four clusters in the means for *Intrinsic aspects* as a wine product purchase criterion. The p -values below the significance level of 0.05 (Table 5.23) also indicated that significant differences existed between the abovementioned clusters.

Table 5.23: LSD results between clusters for *Intrinsic aspects*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.85$)	1 ($\bar{x} = 4.35$)	4 ($\bar{x} = 4.67$)	2 ($\bar{x} = 4.48$)	5 ($\bar{x} = 4.10$)
3		< 0.01	0.06	< 0.01	< 0.01
1	< 0.01		< 0.01	0.13	< 0.01
4	0.06	< 0.01		0.03	< 0.01
2	< 0.01	0.13	0.03		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

The second wine product purchase criterion investigated among clusters was *Rating*, which is discussed next.

5.5.3.2. *Rating*

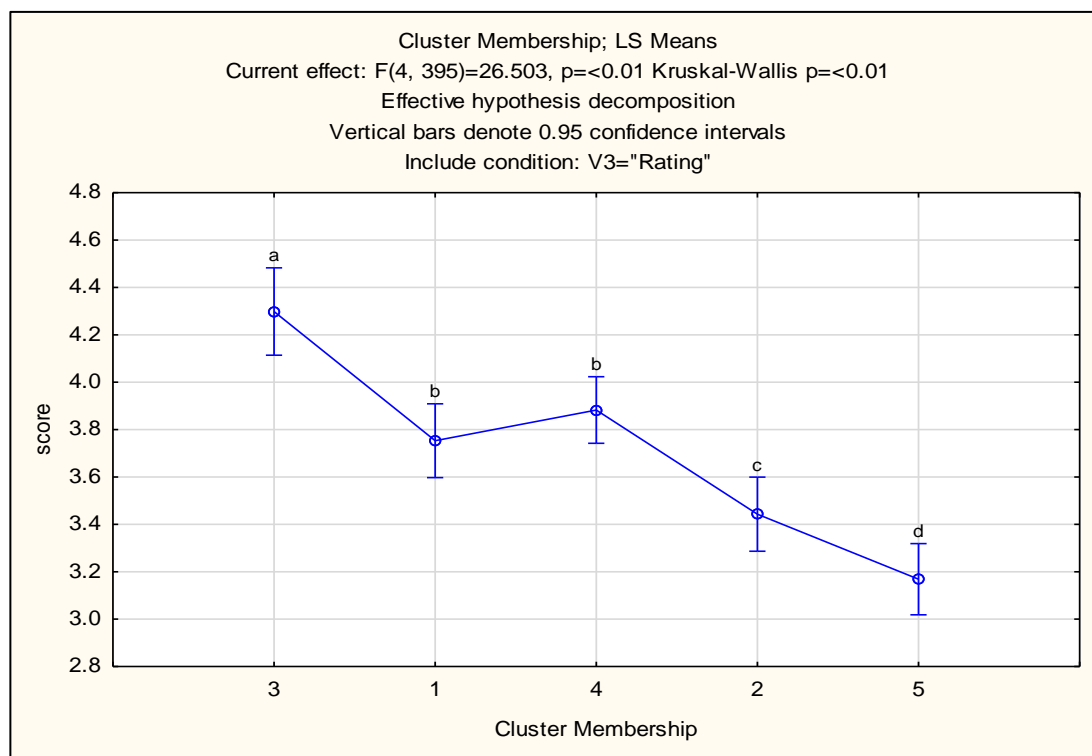
Some consumers may value a wine's rating in their wine purchase decision. A consumer that pays attention to rating as a product purchase criterion when buying wine considers ratings and reviews, awards, advertising, and a high price, which may

be perceived to indicate a high-quality wine (Brunner & Siegrist, 2011). The hypothesis for *Rating* (H_{13}) states that there is no significant difference between the identified wine consumer segments in terms of paying attention to rating when buying wine.

Levene's test computed a p -value ($p < 0.01$) below the significance value of 0.05. This result suggested that variance was unequal amongst clusters for this criterion. The F -test was conducted, as well as the Welch test (with Games-Howell post hoc), as the group variances were unequal. However, the results revealed that this test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

The p -value of the F -test ($p < 0.01$) revealed that significant differences existed between the means of *Rating* for the respective clusters (refer to Figure 5.19).

Figure 5.19: Means plot for *Rating*



Fisher's LSD post hoc test revealed which clusters differed significantly. In this regard, the means plot (see Figure 5.19; clusters marked 'b') and the results reported in Table 5.24 (see $p = 0.23$) indicated that Cluster 1 and Cluster 4 did not differ in their *Rating*

means. However, both Clusters 1 and 4 ('b'), respectively, differed significantly from Cluster 2 ('c'; $\bar{x} = 3.44$), Cluster 3 ('a'; $\bar{x} = 4.30$), and Cluster 5 ('d'; $\bar{x} = 3.17$). In addition, as shown in Figure 5.19, Cluster 3 ('a') differed significantly from the other four clusters.

Cluster 2 ('c') and Cluster 5 ('d') differed significantly from the other four clusters. These clusters had shared p -values below 0.05 (see Table 5.24), which indicated a significant difference between the clusters in their *Rating* means.

Table 5.24: LSD results between clusters for *Rating*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.30$)	1 ($\bar{x} = 3.75$)	4 ($\bar{x} = 3.88$)	2 ($\bar{x} = 3.44$)	5 ($\bar{x} = 3.17$)
3		< 0.01	< 0.01	< 0.01	<0.01
1	< 0.01		0.23	< 0.01	< 0.01
4	< 0.01	0.23		< 0.01	< 0.01
2	< 0.01	< 0.01	< 0.01		0.01
5	< 0.01	< 0.01	< 0.01	0.01	

Overall, the results showed significant differences between the identified wine consumer segments in terms of paying attention to rating when buying wine.

The next wine product purchase criterion investigated between clusters was *Recommendation*.

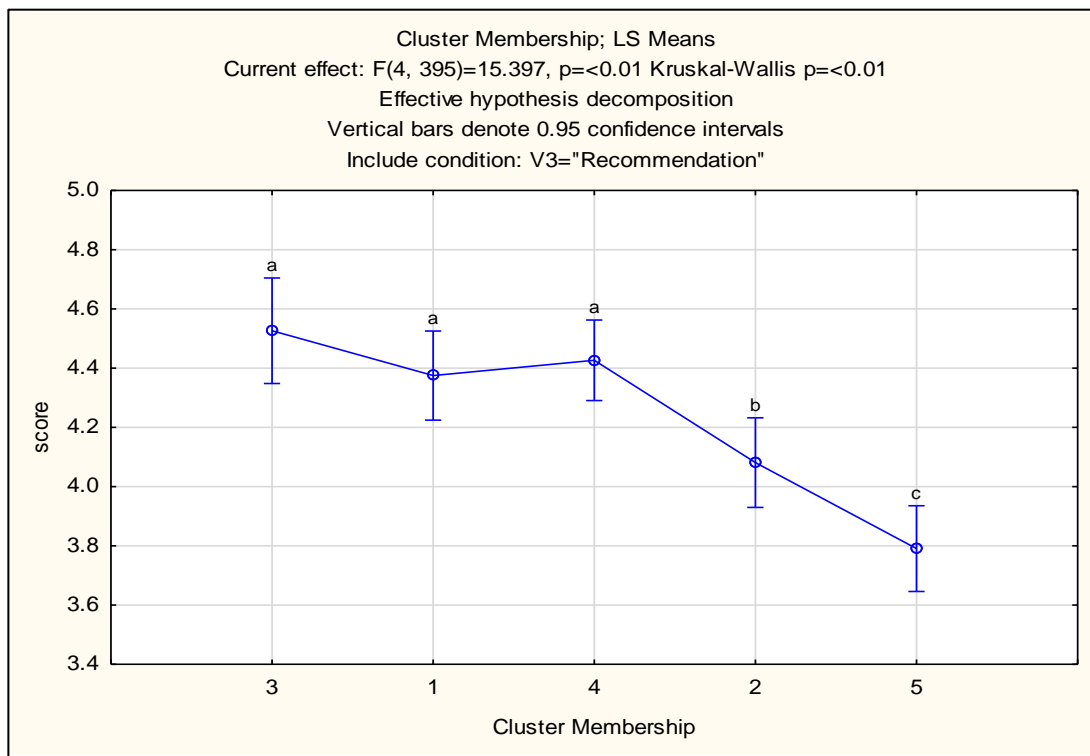
5.5.3.3. *Recommendation*

Consumers may consider recommendations when purchasing wine for their own consumption (Canziani *et al.*, 2016). Recommendations on wine can be gathered from friends, family, salespeople, and/or acquaintances (Brunner & Siegrist, 2011; Taylor *et al.*, 2018). The following null hypothesis (H_{14}) was suggested and tested for *Recommendation*: There is no significant difference between the identified wine consumer segments in terms of paying attention to recommendations when buying wine.

The result of Levene's test indicated that the data did not conform to the assumption of homogeneity of variance; the p -value ($p < 0.01$) was below the significance level of 0.05. To test the null hypothesis, an F -test was performed. However, due to unequal variances, an additional Welch test (with Games-Howell post hoc) was conducted. The Welch test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

As indicated in Figure 5.20, the p -value of the F -test ($p < 0.01$) was below the significance level of 0.05. Therefore, significant differences existed in the means between the identified clusters for the *Recommendation* sub-variable. Accordingly, the null hypothesis (H_{014}) was rejected.

Figure 5.20: Means plot for *Recommendation*



The results of the Fisher's LSD post hoc test revealed that there was no significant difference in the means of *Recommendation* for the following clusters: Cluster 3 ($\bar{x} = 4.53$), Cluster 1 ($\bar{x} = 4.37$), and Cluster 4 ($\bar{x} = 4.43$). Hence, the shared p -values of Clusters 3 and 1 ($p = 0.20$), Clusters 3 and 4 ($p = 0.38$), and Clusters 4 and 1

($p = 0.62$) were all above the significance level of 0.05 (see Table 5.25). Therefore, these clusters did not differ significantly in terms of paying attention to recommendations when buying wine. Accordingly, these three clusters were marked 'a' in the means plot (see Figure 5.20).

However, Cluster 3, Cluster 1, and Cluster 4 (all marked 'a'; see Figure 5.35), respectively, differed significantly from Cluster 2 ('b') and Cluster 5 ('c'). These clusters had shared p -values below the significance level of 0.05 (see Table 5.25). From the results in Figure 5.20 and Table 5.25, it is evident that the *Recommendation* mean of Cluster 2 ('b') differed significantly from the means of Cluster 3 ('a'; $p < 0.01$), Cluster 1 ('a'; $p < 0.01$), Cluster 4 ('a'; $p < 0.01$), and Cluster 5 ('c'; $p < 0.01$). The mean of Cluster 5 ('c') differed significantly from the means of Cluster 3 ('a'; $p < 0.01$), Cluster 1 ('a'; $p < 0.01$), Cluster 4 ('a'; $p < 0.10$), and Cluster 2 ('b'; $p < 0.01$).

Table 5.25: LSD results between clusters for *Recommendation*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.53$)	1 ($\bar{x} = 4.38$)	4 ($\bar{x} = 4.43$)	2 ($\bar{x} = 4.08$)	5 ($\bar{x} = 3.79$)
3		0.20	0.38	< 0.01	< 0.01
1	0.20		0.62	< 0.01	< 0.01
4	0.38	0.62		< 0.01	< 0.01
2	< 0.01	< 0.01	< 0.01		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

The results for wine product purchase criterion *Heritage* are discussed next.

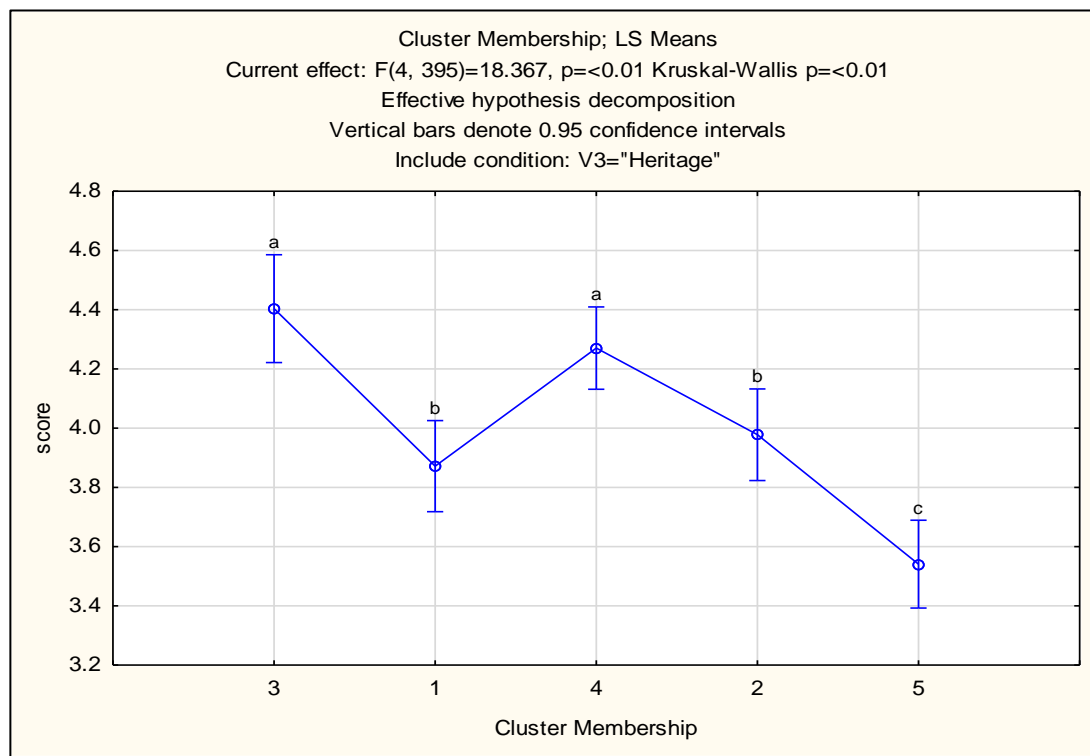
5.5.3.4. *Heritage*

Consumers who pay attention to heritage when buying wine typically consider aspects related the wine's production, such as organic cultivation, a well-established producer, a local producer, or whether the wine is from a New World or Old World country (Brunner & Siegrist, 2011). The null hypothesis (H_{15}) proposes that there is no significant difference between wine consumer segments in terms of paying attention to heritage when buying wine.

The result of Levene's test for the *Heritage* sub-variable ($p < 0.01$) suggested that variances between clusters were unequal, as the p -value was below 0.05. An F -test (one-way ANOVA) was performed to test the null hypothesis. In addition, a Welch test (with Games-Howell post hoc) was done, due to unequal group variances. The test gave the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

The F -test computed a value of $p < 0.01$ (see Figure 5.21). This p -value suggested that significant differences existed between the different clusters' means for *Heritage*. Therefore, the null hypothesis (H_{15}) was rejected.

Figure 5.21: Means plot for *Heritage*



The LSD post hoc test was conducted to distinguish between which clusters significant differences *Heritage* occurred. As seen in Figure 5.21, significant differences did not exist between two pairs of clusters: Clusters 3 and 4 (both marked 'a' on the means plot) and Clusters 1 and 2 (both marked 'b' on the means plot). Table 5.26 shows shared p -values above 0.05 for Clusters 3 and 4 ($p = 0.25$) and Clusters 1 and 2

($p = 0.34$), which indicated that the clusters did not differ significantly. These two pairs of clusters had similar means: Cluster 3 had a mean of 4.40, and Cluster 4 had a mean of 4.27. Cluster 1 had a mean of 3.87, and Cluster 2 had a mean of 3.98.

Table 5.26: LSD results between clusters for *Heritage*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 4.40$)	1 ($\bar{x} = 3.87$)	4 ($\bar{x} = 4.27$)	2 ($\bar{x} = 3.98$)	5 ($\bar{x} = 3.54$)
3		< 0.01	0.25	< 0.01	< 0.01
1	< 0.01		< 0.01	0.34	< 0.01
4	0.25	< 0.01		< 0.01	< 0.01
2	< 0.01	0.34	< 0.01		< 0.01
5	< 0.01	< 0.01	< 0.01	< 0.01	

However, the alphabet markers on the means plot (Figure 5.21) and p -values (Table 5.26) indicated significant differences in the *Heritage* means of the clusters. Both Clusters 3 and 4 (both marked 'a'), respectively, differed significantly from Cluster 1 ('b'), Cluster 2 ('b'), and Cluster 5 ('c'). Additionally, Clusters 1 and 2 (both marked 'b'), respectively, differed significantly from Cluster 3 ('a'), Cluster 4 ('a'), and Cluster 5 ('c'). Finally, Cluster 5 ('c') differed significantly from the other four clusters regarding *Heritage*.

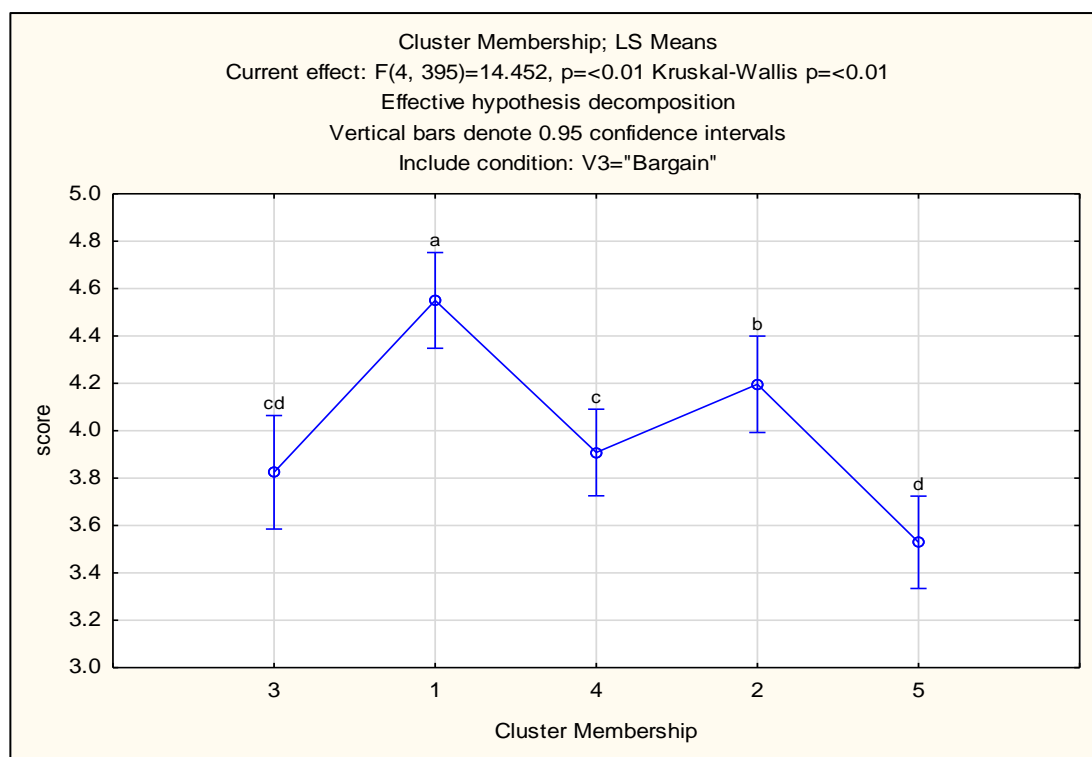
The following hypothesis test investigated if wine consumer segments pay attention to a bargain when buying wine. The results are reviewed next.

5.5.3.5. *Bargain*

The last wine product purchase criterion as a sub-variable of *Purchase behaviour* investigated was *Bargain*. Respondents who value the wine being a bargain in their wine purchase decision search specifically for low-priced wines and special offers (Brunner & Siegrist, 2011). The null hypothesis for *Bargain* (H_{16}) puts forward that there are no significant differences between the identified wine consumer segments in terms of paying attention to bargains when buying wine. The results of the hypothesis testing are reported below.

Levene's test produced a p -value ($p = 0.08$) above the significance level of 0.05. Therefore, variances for *Bargain* were seemingly equal between the clusters. An F -test was employed to identify whether significant differences existed in the *Bargain* means between the identified clusters. As shown in Figure 5.22, the F -test resulted in a p -value below the significance level of 0.05 ($p < 0.01$). Therefore, the null hypothesis (H_{16}) was rejected, as significant differences existed in the means of at least one pair of clusters.

Figure 5.22: Means plot for *Bargain*



Fisher's LSD post hoc test revealed between which pairs of clusters existed. However, as seen in the means plot (Figure 5.22), the means for *Bargain* between two pairs of clusters did not differ significantly. First, Cluster 3 ('cd') and Cluster 4 ('c') had similar means, as both clusters were marked with a 'c' in the means plot. Additionally, the LSD test resulted in a shared p -value of 0.59 for Clusters 3 and 4 (see Table 5.27), which was above the significance level of 0.05. Cluster 3 had a mean of 3.82, and Cluster 4 had a mean of 3.91.

Cluster 3 and Cluster 5 (see clusters marked 'd' in Figure 5.22) did not differ significantly in their *Bargain* means, as they shared a p -value ($p = 0.06$) above the significance level of 0.05 (see Table 5.27). As mentioned, Cluster 3 had a mean of 3.82, which was similar to the mean of Cluster 5 ($\bar{x} = 3.53$).

The significant differences are highlighted with alphabetical markers in the means plot in Figure 5.22. The LSD table (Table 5.27) also showed significant differences where the shared p -values between pairs of clusters were below the significance level of 0.05. The *Bargain* mean of Cluster 3 ('cd') differed significantly from those of Cluster 1 ('a'; $p < 0.01$) and Cluster 2 ('b'; $p = 0.02$). Cluster 1 ('a'), Cluster 3 ('cd'), and Cluster 5 ('d') also differed significantly.

Further, the mean of Cluster 4 ('c') differed significantly from those of Clusters 1 ('a'; $p < 0.01$), 2 ('b'; $p = 0.04$), and 5 ('d'; $p < 0.01$). Cluster 2 differed significantly from the other four clusters, and the mean of Cluster 5 ('d') was significantly different from the respective means of Cluster 1 ('a'; $p < 0.01$), Cluster 4 ('c'; $p < 0.01$), and Cluster 2 ('b'; $p < 0.01$).

Table 5.27: LSD results between clusters for *Bargain*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	3 ($\bar{x} = 3.82$)	1 ($\bar{x} = 4.55$)	4 ($\bar{x} = 3.91$)	2 ($\bar{x} = 4.20$)	5 ($\bar{x} = 3.53$)
3		< 0.01	0.59	0.02	0.06
1	< 0.01		< 0.01	0.02	< 0.01
4	0.59	< 0.01		0.04	< 0.01
2	0.02	0.02	0.04		< 0.01
5	0.06	< 0.01	< 0.01	< 0.01	

The null hypotheses for all five wine product purchase criteria were rejected, as significant differences were found between the respondents of the identified wine consumer segments.

Hypothesis tests were also conducted for behavioural variables, ranging from *Purchase frequency* to *Price willing to pay* for different wine types. The results are reported in the following section.

5.5.4. Behavioural variables

The South African wine market was segmented according to three segmentation variables, namely *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. In addition, behavioural variables were also investigated to profile clusters (segments) in this study. This section reports the results for the latter.

The following null hypotheses were tested for the behavioural variables:

- H₁₇: There is no significant difference between the identified wine consumer segments in terms of wine purchase frequency.
- H₁₈: There is no significant difference between the identified wine consumer segments in terms of wine consumption frequency.
- H₁₉: There is no significant difference between the identified wine consumer segments in the number of bottles of wine purchased per month.
- H₂₀: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for red wine.
- H₂₁: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for white wine.
- H₂₂: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for rosé.
- H₂₃: There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for sparkling.

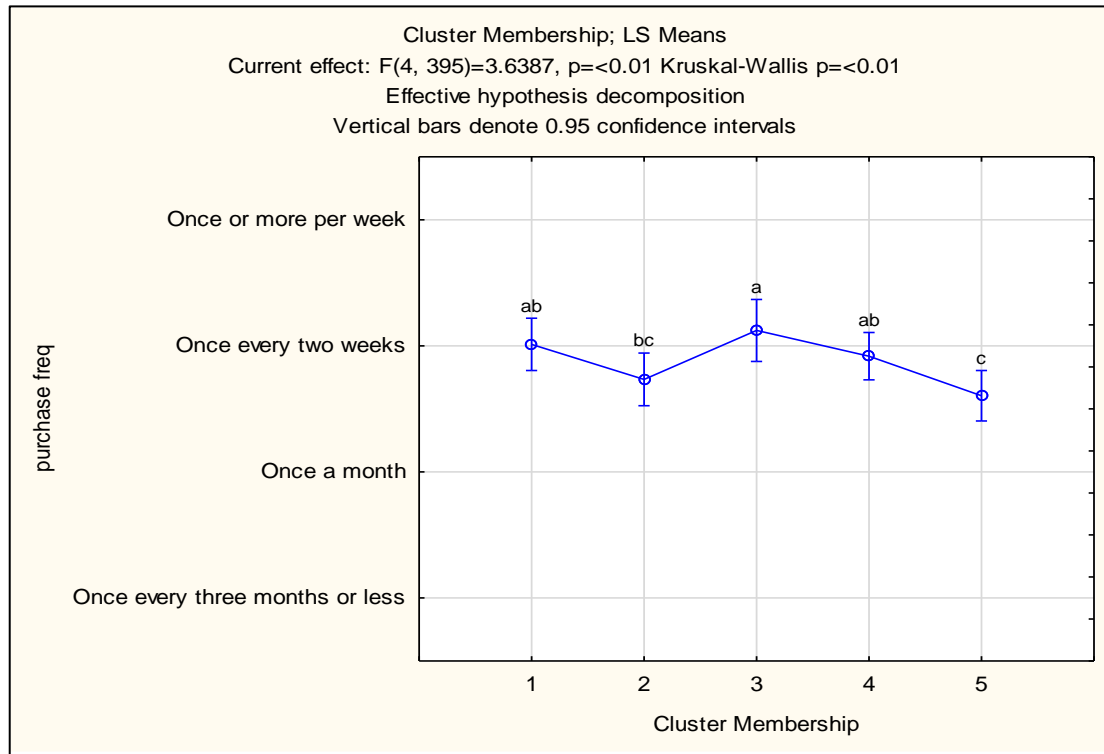
The results for these hypotheses are discussed next.

5.5.4.1. *Purchase frequency*

Respondents had to indicate how frequently they purchase wine for their own consumption. One of the following options could be selected in the questionnaire: 'Once or more per week', 'Once every two weeks', 'Once a month', or 'Once every three months'. The null hypothesis (H₁₇) states that the purchase frequency for own consumption does not differ significantly among the identified segments. H₁₇ was rejected, as the *p*-value of the *F*-test ($p < 0.01$) was below 0.05, as shown in Figure

5.23. Therefore, significant differences existed in the purchase frequency of at least one pair of clusters.

Figure 5.23: Means plot for *Purchase frequency*



Fisher's LSD post hoc test (refer to Table 5.28) indicated between which pairs of clusters the significant differences were, which are also marked with letters in Figure 5.23. The following clusters did not have significant differences in their *Purchase frequency* of wine for their own consumption: Clusters 1, 3, and 4; and Clusters 1, 2, and 4. Clusters 1, 3, and 4 were marked with 'a' in the means plot (Figure 5.23), and Clusters 1, 2, 4 with 'b'. These letters indicated that these clusters did not differ significantly.

As shown in Table 5.28, these clusters also had shared p -values above the significance level of 0.05, which suggested that the clusters did not differ significantly. Clusters 1 and 3 had a shared p -value of 0.50, whereas Clusters 1 and 4 had a shared p -value of 0.51. Clusters 3 and 4 had a shared p -value of 0.19. Regarding the similarity between Clusters 1, 2, and 4, Table 5.28 shows that these clusters did not differ

significantly ($p > 0.05$). Clusters 1 and 2 had a shared p -value of 0.06, whereas Clusters 1 and 4 had a shared p -value of 0.51. Clusters 2 and 4 had a shared p -value of 0.20.

However, specific pairs of clusters differed significantly according to *Purchase frequency* for own consumption. Cluster 1 ('ab'; Figure 5.23) differed significantly from Cluster 5 ('c'), as they had a shared p -value ($p < 0.01$) (see Table 5.28), which was below the significance level of 0.05. Cluster 2 ('bc') and Cluster 3 ('a') differed significantly (Table 5.28), and had a shared p -value of 0.02. There was also a significant difference in the *Purchase frequency* of Clusters 4 and 5 ($p < 0.01$). Cluster 5 (marked 'c' in Figure 5.23) differed significantly from the other clusters, except Cluster 2 ('bc').

Table 5.28: LSD results for *Purchase frequency*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	1 ($\bar{x} = 3.01$)	2 ($\bar{x} = 2.73$)	3 ($\bar{x} = 3.12$)	4 ($\bar{x} = 2.92$)	5 ($\bar{x} = 2.60$)
1		0.06	0.50	0.51	< 0.01
2	0.06		0.02	0.20	0.38
3	0.50	0.02		0.19	< 0.01
4	0.51	0.20	0.19		0.03
5	< 0.01	0.38	< 0.01	0.03	

Although the null hypothesis (H_{17}) was rejected, many pairs of clusters appeared to show similarities regarding *Purchase frequency* of wine for their own consumption.

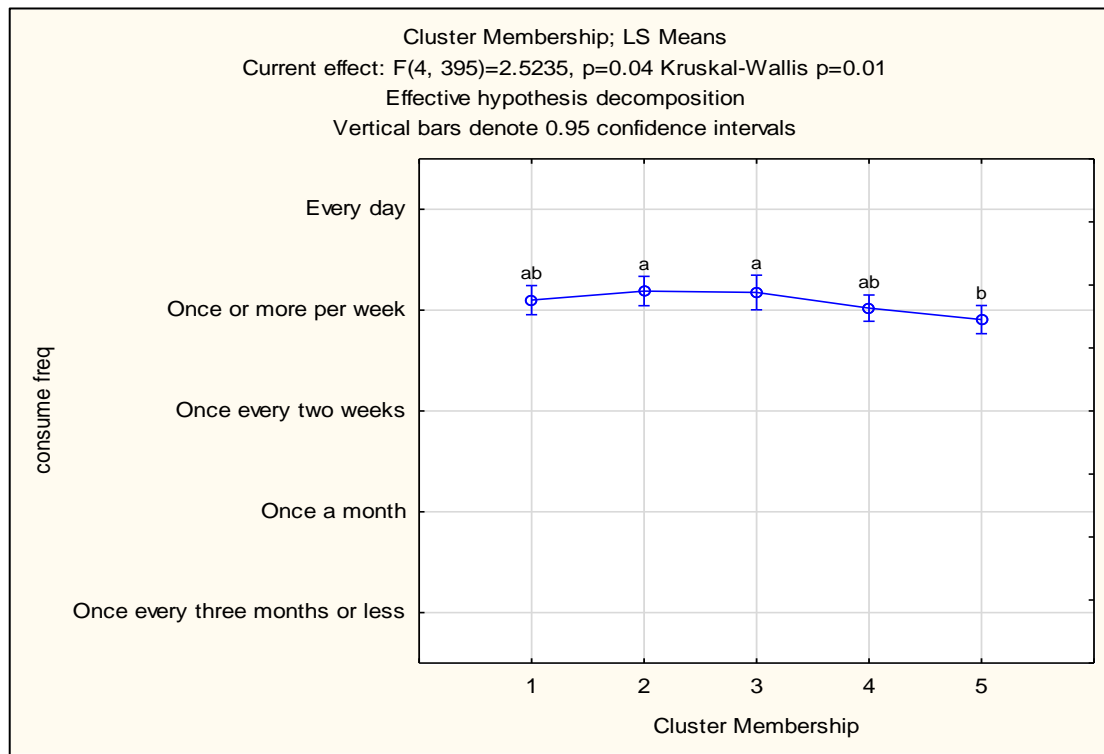
The results for the behavioural variable *Consumption frequency* are discussed next.

5.5.4.2. *Consumption frequency*

The *Consumption frequency* variable was used to investigate how often respondents consume wine, with respondents indicating one of the following: 'Every day', 'Once or more per week', 'Once every two weeks', 'Once a month', or 'Once every three months or less'. The null hypothesis H_{18} suggests that there is no significant difference between the identified wine consumer segments in terms of consumption frequency.

In testing the hypothesis, Levene's test yielded a p -value ($p < 0.01$) below the significance level of 0.05. Therefore, the variances of *Consumption frequency* were not equal for the five clusters. An F -test was conducted to reach a conclusion regarding H_{18} . In addition, a Welch test (with Games-Howell post hoc) was performed, due to unequal group variances. However, this test produced the same results as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported. As seen in Figure 5.24, the F -test produced a p -value of 0.04, indicating that significant differences existed in the means of *Consumption frequency* between clusters. Therefore, the null hypothesis (H_{18}) was rejected.

Figure 5.24: Means plot for *Consumption frequency*



Additionally, Fisher's LSD post hoc test was performed to identify between which pairs of clusters significant differences in *Consumption frequency* occurred. The means plot in Figure 5.24 illustrates that there was no significant difference between Cluster 1 (marked 'ab' in the means plot), Cluster 2 ('a'), Cluster 3 ('a'), and Cluster 4 ('ab'). All these clusters' results included the letter 'a' in the means plot. The p -values (see Table

5.29) indicated that the following pairs of clusters did not differ significantly: Clusters 1 and 2 ($p = 0.19$), Clusters 1 and 3 ($p = 0.51$), Clusters 1 and 4 ($p = 0.90$), Clusters 2 and 4 ($p = 0.09$), and Clusters 3 and 4 ($p = 0.16$). Their shared p -values were all above the significance level of 0.05.

Cluster 1 ('ab'), Cluster 4 ('ab'), and Cluster 5 ('b') did not differ significantly in *Consumption frequency* (marked 'b' in Figure 5.24). The p -values (Table 5.29) also suggested that these clusters did not differ significantly, as their p -values were above the significance level of 0.05. Clusters 1 and 4 had a shared p -value of 0.42, Clusters 1 and 5 had a shared p -value of 0.06, and Clusters 4 and 5 had a shared p -value of 0.24.

However, significant differences existed in the *Consumption frequency* of two pairs of clusters, namely Clusters 2 and 5 ($p < 0.01$), and Clusters 3 and 5 ($p = 0.02$).

Table 5.29: LSD results for *Consumption frequency*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	1 ($\bar{x} = 4.10$)	2 ($\bar{x} = 4.19$)	3 ($\bar{x} = 4.18$)	4 ($\bar{x} = 4.02$)	5 ($\bar{x} = 3.91$)
1		0.39	0.51	0.42	0.06
2	0.39		0.90	0.09	< 0.01
3	0.51	0.90		0.16	0.02
4	0.42	0.09	0.16		0.24
5	0.06	< 0.01	0.02	0.24	

Overall, significant differences existed in the consumption frequency of the identified clusters.

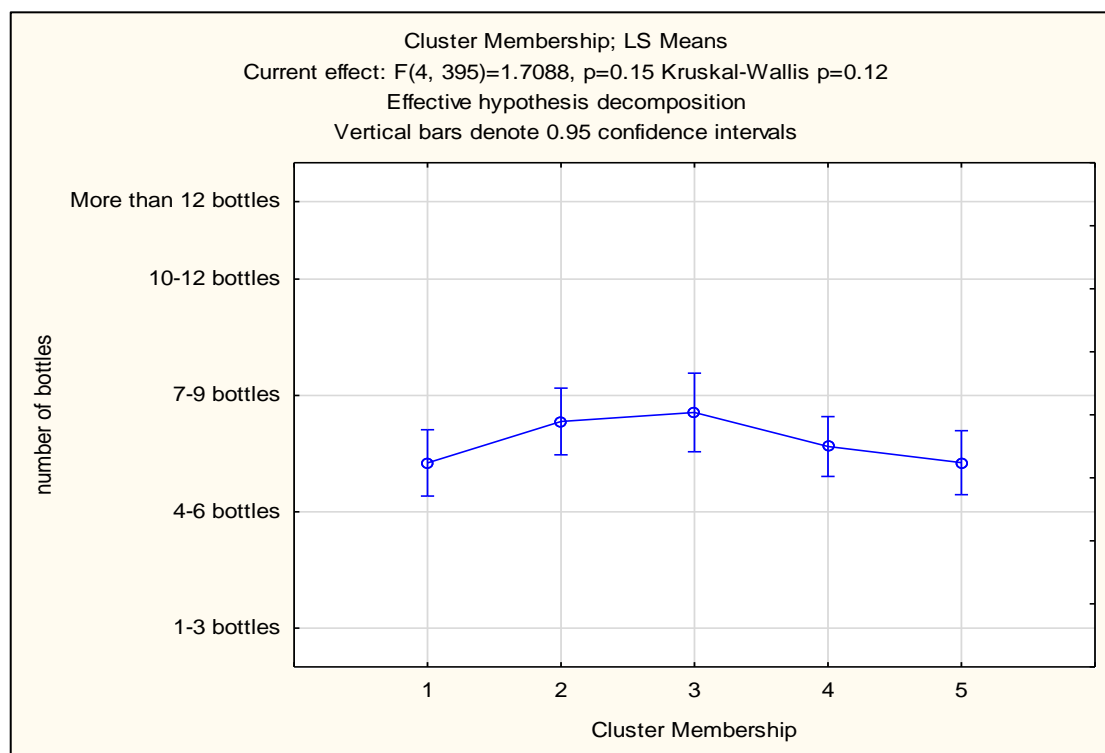
Next, a test was performed to determine if the clusters also differed significantly according to the number of bottles of wine they purchase per month for their own consumption.

5.5.4.3. Number of bottles purchased per month

Respondents were asked to indicate the number of bottles wine they purchase per month for their own consumption, and had to select one of the following options: '1 to 3 bottles', '4 to 6 bottles', '7 to 9 bottles', '10 to 12 bottles', or 'more than 12 bottles'. The null hypothesis (H_{19}) suggests that there is no significant difference between wine consumer segments according to the number of bottles of wine they purchase per month for their own consumption.

As shown in Figure 5.25, all the clusters were plotted similarly; that is, above '4 to 6 bottles' and below '7 to 9 bottles'. The p -value of the F -test ($p = 0.15$) was above the significance level of 0.05. Therefore, the null hypothesis (H_{19}) was not rejected, as there are no significant differences between the clusters based on the number of bottles of wine that they purchase per month monthly for their own consumption. Consequently, the results of Fisher's LSD post hoc test are not reported.

Figure 5.25: Means plot for Number of bottles



Notably, the number of bottles purchased per month for own consumption was the only aspect investigated in the present study that showed no significant differences between each of the five identified clusters.

The next section discusses the results of respondents' willingness to pay for different wine types for their own consumption.

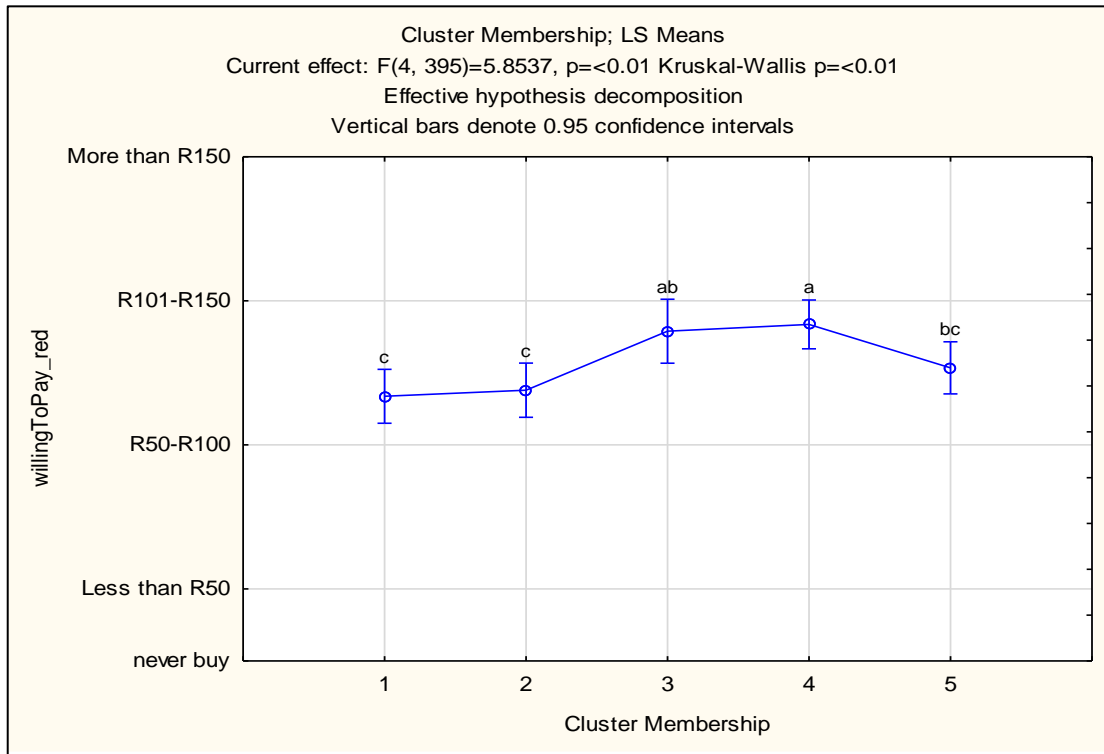
5.5.4.4. Price willing to pay per wine type

Respondents were asked to indicate which price class they are willing to pay per bottle for different types of wine for their own consumption. The options were: 'Less than R50', 'R50 to R100', 'R101 to R150', or 'more than R150'. Additionally, respondents had the option to indicate that they do not purchase a certain type of wine for their own consumption. The following sections address the differences in the prices that the clusters are willing to pay for a bottle of red wine, white wine, rosé, and sparkling wine per wine type, starting with red wine.

a) *Price willing to pay for red wine*

The null hypothesis (H_{20}) states that there is no significant difference between the identified wine consumer segments according to the price that they are willing to pay for a bottle of red wine for their own consumption. However, the results of the F -test ($p < 0.01$) (Figure 5.26) showed significant differences in the average price that each cluster is willing to pay for red wine, as the p -value was less than 0.05. Therefore, the null hypothesis was rejected.

Figure 5.26: Means plot for *Price willing to pay for red wine*



Fisher’s LSD post hoc test was conducted to identify which pairs of clusters differed significantly according to the price that respondents are willing to pay for red wine for their own consumption. The means plot (Figure 5.26) highlighted the differences with the alphabetic letters ‘a’, ‘b’, and ‘c’. The p -values below the significance level of 0.05 (Table 5.30) also highlighted significant differences between the clusters.

Table 5.30: LSD results between clusters for *Price willing to pay for red wine*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	1 ($\bar{x} = 91.88$)	2 ($\bar{x} = 93.99$)	3 ($\bar{x} = 114.47$)	4 ($\bar{x} = 116.84$)	5 ($\bar{x} = 101.74$)
1		0.75	< 0.01	< 0.01	0.14
2	0.75		< 0.01	< 0.01	0.24
3	< 0.01	< 0.01		0.74	0.08
4	< 0.01	< 0.01	0.74		0.02
5	0.14	0.24	0.08	0.02	

No significant differences were found in the price that respondents are willing to pay for red wine for own consumption between Cluster 1, Cluster 2, and Cluster 5. All three clusters were marked 'c' in the means plot (Figure 5.26). Clusters 1 and 2 had a shared p -value of 0.75, which was greater than the significance level of 0.05. Further, Clusters 1 and 5 had a shared p -value of 0.14, and Clusters 2 and 5 had a shared p -value of 0.24 (refer to Table 5.30).

There was also no significant difference between Cluster 3 and Cluster 4; both clusters were marked 'a' in the means plot (Figure 5.26). Notably, the shared p -value ($p = 0.74$) for these two clusters was greater than the significance level of 0.05 (see Table 5.30). The final pair of clusters that did not differ significantly was Cluster 3 and Cluster 5; both were marked 'b' in the means plot (Figure 5.26).

In contrast, some pairs of clusters differed significantly according to the price respondents are willing to pay for red wine for their own consumption. Both Cluster 3 ('ab') and Cluster 4 ('a'), respectively, differed significantly from Cluster 1 ('c') (see Table 5.30). Clusters 3 and 1 had a shared p -value ($p < 0.01$) below the significance level of 0.05. Clusters 4 and 1 had a shared p -value of less than 0.01 ($p < 0.01$).

Cluster 3 ('ab') and Cluster 4 ('a'), respectively, differed significantly from Cluster 2 ('c') As shown in Table 5.30, Clusters 3 and 2, and Clusters 4 and 2, had shared p -values (both $p < 0.01$) below the significance level of 0.05.

Cluster 4 ('a') and Cluster 5 ('bc') differed significantly according to the price that respondents are willing to pay for a bottle of red wine for their own consumption. Whereas Cluster 4 is willing to pay an average price of R116.84, Cluster 5 is willing to pay an average price of R101.74. As shown in Table 5.30, Clusters 4 and 5 had a shared p -value of 0.02, which was below the significance level of 0.05.

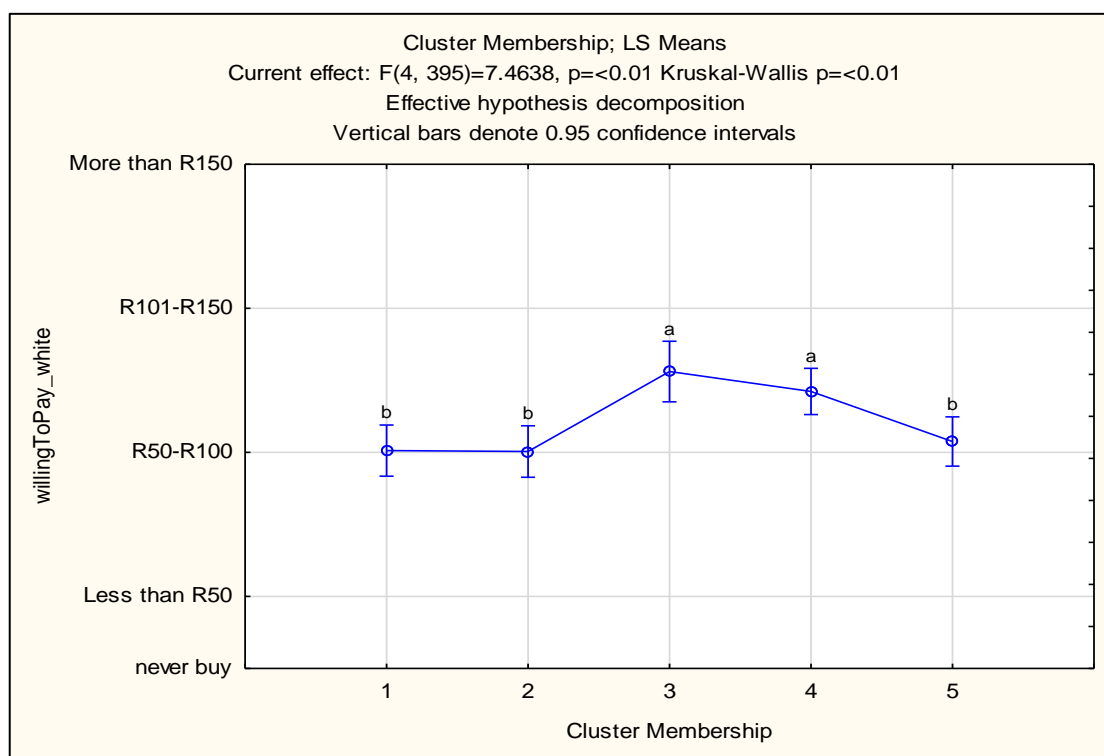
Overall, significant differences were found with regard to the price that respondents of the identified clusters are willing to pay for a bottle of red wine for their own consumption.

The next section reports the results for the price that the respondents of the clusters are willing to pay for a bottle of white wine for their own consumption.

b) *Price willing to pay for white wine*

The null hypothesis (H_{21}) proposes that no significant differences exist between the identified wine consumer segments in terms of the price that respondents are willing to pay for white wine. However, as illustrated on the means plot in Figure 5.27, significant differences were identified, as the p -value of the F -test was less than the significance level of 0.05 ($p < 0.01$). Therefore, the null hypothesis (H_{21}) was rejected.

Figure 5.27: Means plot for *Price willing to pay for white wine*



Fisher's LSD post hoc test revealed which pairs of clusters differed according to the price that respondents are willing to pay for white wine for their own consumption. Cluster 1, Cluster 2, and Cluster 5 did not differ significantly, illustrated in the means plot (Figure 5.27); all three clusters were marked 'b'. As shown in Table 5.31, the paired clusters had shared p -values above the significance level of 0.05: Clusters 1 and 2 had a shared p -value of 0.96, Clusters 1 and 5 had a shared p -value of 0.62, and the shared p -value of Clusters 2 and 5 was 0.58.

Cluster 3 and Cluster 4 also did not differ significantly according to the price that respondents are willing to pay for white wine. Both Clusters 3 and 4 were marked 'a' in the means plot (Figure 5.27), as they had a shared p -value of 0.31 (see Table 5.31). Significant differences between the clusters were marked 'a' or 'b' in the means plot (Figure 5.27), which indicated a p -value below 0.05 in the LSD test table (Table 5.31). Therefore, Cluster 1 ('b') differed significantly from Cluster 3 ('a'; $p < 0.01$), and from Cluster 4 ('a'; $p < 0.01$).

Cluster 2 ('b') differed significantly from both Cluster 3 ('a'; $p < 0.01$) and Cluster 4 ('a'; $p < 0.01$), and both Clusters 3 and 4 ('a'; $p < 0.01$), respectively, differed significantly from Cluster 5.

Table 5.31: LSD results between clusters for *Price willing to pay for white wine*

	CLUSTER MEMBERSHIP AND MEAN				
CLUSTER MEMBERSHIP	1 ($\bar{x} = 75.62$)	2 ($\bar{x} = 75.32$)	3 ($\bar{x} = 103.07$)	4 ($\bar{x} = 96.17$)	5 ($\bar{x} = 78.78$)
1		0.96	<0.01	< 0.01	0.62
2	0.96		<0.01	< 0.01	0.58
3	< 0.01	< 0.01		0.31	< 0.01
4	< 0.01	< 0.01	0.31		< 0.01
5	0.62	0.58	< 0.01	< 0.01	

Overall, there were significant differences between the identified wine consumer clusters according to the price that respondents are willing to pay for a bottle of white wine for their own consumption.

The study also investigated the price that respondents of the clusters are willing to pay for a bottle of rosé for their own consumption. The results are discussed next.

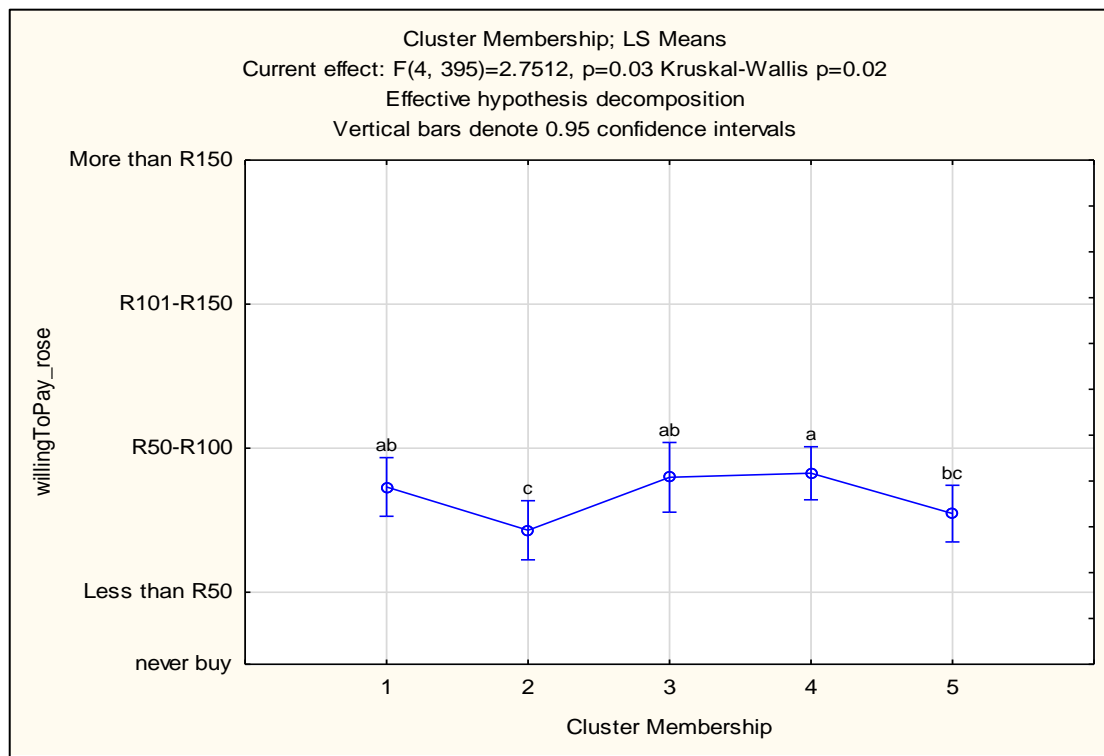
c) *Price willing to pay for rosé*

The null hypothesis (H_{22}) states that no significant difference exists between wine consumer segments based on the price respondents are willing to pay for a bottle of rosé for their own consumption. However, the hypothesis was rejected.

First, Levene's test for homogeneity of variances ($p < 0.01$) indicated that the cluster variances were unequal. To test the null hypothesis, an F -test (one-way ANOVA) was employed. Since cluster variances were unequal, an additional Welch test (with Games-Howell post hoc) was computed. This test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

The F -test yielded a p -value of 0.03, which was below the significance level of 0.05 (see Figure 5.28). Therefore, significant differences were found in terms of the price that the respondents of the identified clusters are willing to pay for rosé for their own consumption. Consequently, Fisher's LSD post hoc test was conducted to identify where the significant differences between the clusters occurred.

Figure 5.28: Means plot for *Price willing to pay for rosé*



The results of Fisher's LSD test revealed that there were no significant differences in the price that the respondents of the following clusters are willing to pay for rosé: Cluster 1, Cluster 3, and Cluster 4. All three clusters were marked 'a' on the means plot (Figure 5.28). Fisher's LSD test of the p -values of the pairs of these clusters (see

Table 5.32) also suggested that the clusters did not differ significantly, as all had a shared p -value above the significance level of 0.05. Clusters 1 and 3 had a shared p -value of 0.68, Clusters 1 and 4 had a shared p -value of 0.50, and Clusters 3 and 4 had a shared p -value of 0.85.

Cluster 5 did not differ significantly from either Cluster 1 or Cluster 3. All three clusters were marked 'b' in the means plot (Figure 5.28), as all had a p -value above the significance level of 0.05 (see Table 5.32). Clusters 5 and 1 had a shared p -value of 0.20, and Clusters 5 and 3 had a shared p -value of 0.11. Cluster 5 also did not differ significantly from Cluster 2. Both clusters were marked 'c' in the means plot (Figure 5.28), and had a shared p -value of 0.42 (refer to Table 5.32).

Cluster 4 ('a') and Cluster 5 ('bc') differed significantly. Clusters 4 and 5 had a shared p -value of 0.04, which was below the significance level of 0.05. Cluster 2 (marked 'c' in Figure 5.28) differed significantly from Cluster 1 ('ab'), Cluster 3 ('ab'), and Cluster 4 ('a'), respectively. Clusters 2 and 1 had a shared p -value of 0.04, and Clusters 2 and 3 had a shared p -value of 0.02 (see Table 5.32). Clusters 2 and 4 (both 'a') each had a p -value of less than 0.01, which was below the significance level of 0.05.

Table 5.32: LSD results between clusters for *Price willing to pay for rosé*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	1 ($\bar{x} = 61.56$)	2 ($\bar{x} = 46.52$)	3 ($\bar{x} = 64.91$)	4 ($\bar{x} = 66.33$)	5 ($\bar{x} = 52.33$)
1		0.04	0.68	0.50	0.20
2	0.04		0.02	< 0.01	0.42
3	0.68	0.02		0.85	0.11
4	0.50	< 0.01	0.85		0.04
5	0.20	0.42	0.11	0.04	

Overall, there were significant differences in the price that respondents of the identified clusters are willing to pay for a bottle of rosé for their own consumption.

The results of the price that respondents of the clusters are willing to pay for a bottle of sparkling wine for their own consumption are presented in the following section

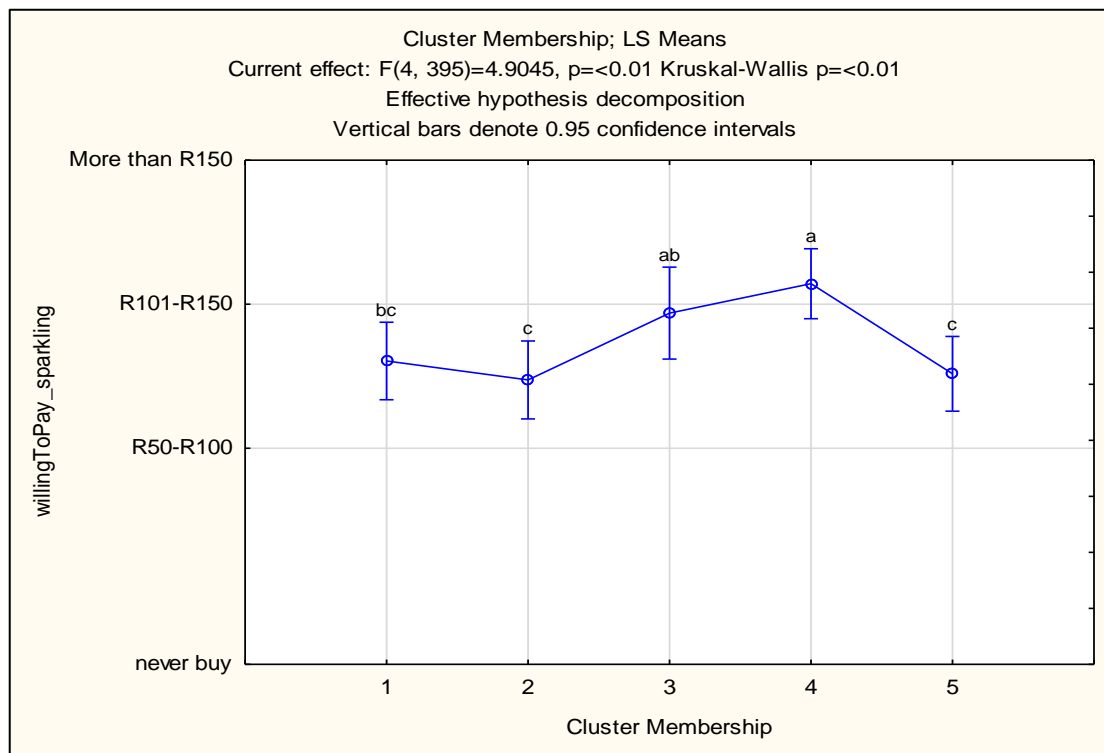
d) *Price willing to pay for sparkling wine*

The null hypothesis (H_{23}) states that there is no significant difference between wine consumer segments in terms of the price that respondents are willing to pay for a bottle of sparkling wine for own consumption.

The initial Levene's test for homogeneity of variances ($p < 0.01$) indicated that the variances between the clusters were unequal. An F -test was computed to test the hypothesis. However, an additional Welch test (with Games-Howell post hoc) was computed, due to heterogeneity in variances. This test produced the same result as the F -test (with Fisher's LSD post hoc). Therefore, only the result of the latter is reported.

The F -test produced a p -value of less than 0.01 (refer to Figure 5.29), which was below the significance level of 0.05. Therefore, the null hypothesis (H_{23}) was rejected. Significant differences existed between at least one pair of clusters in terms of the price that respondents are willing to pay for a bottle of sparkling wine for their own consumption.

Figure 5.29: Means plot for *Price willing to pay for sparkling wine*



Fisher's LSD post hoc test indicated that there were no significant differences between Clusters 1, 2, and 5, and the clusters were marked 'c' in the means plot (Figure 5.28). As shown in Table 5.33, these three clusters had p -values above the significance level of 0.05, which suggested that the clusters did not differ significantly. Clusters 1 and 2 had a shared p -value of 0.50, Clusters 1 and 5 had a shared p -value of 0.64, and Clusters 2 and 5 had a shared p -value of 0.82.

Table 5.33: LSD results between clusters for *Willingness to pay for sparkling wine*

CLUSTER MEMBERSHIP	CLUSTER MEMBERSHIP AND MEAN				
	1 ($\bar{x} = 105.31$)	2 ($\bar{x} = 98.73$)	3 ($\bar{x} = 121.93$)	4 ($\bar{x} = 132.14$)	5 ($\bar{x} = 100.87$)
1		0.50	0.12	< 0.01	0.64
2	0.5		0.03	< 0.01	0.82
3	0.12	0.03		0.32	0.04
4	< 0.01	< 0.01	0.32		< 0.01
5	0.64	0.82	0.04	< 0.01	

Fisher's LSD post hoc test was conducted to determine which pairs of clusters differed significantly. Clusters 1 and 3 (marked 'b' in Figure 5.29) did not differ significantly. As shown in Table 5.33, Clusters 1 and 3 had a shared p -value ($p = 0.12$) above the significance level of 0.05, denoting that the clusters did not differ significantly. Finally, the last pair of clusters that did not differ significantly was that of Clusters 3 and 4 ('a'; $p = 0.32$).

Cluster 1 (marked 'bc' in Figure 5.29) differed significantly from Cluster 4 (marked 'a'). Clusters 1 and 4 had a shared p -value of less than 0.01, below the significance level of 0.05, suggesting that the clusters differed significantly.

Cluster 2 (marked 'c' in Figure 5.29) differed significantly from both Cluster 3 ('ab') and Cluster 4 ('a'). Clusters 2 and 3 had a shared p -value of 0.03, and Clusters 2 and 4 had a shared p -value of less than 0.01 (see Table 5.33). Both pairs of clusters therefore had shared p -values below the significance level of 0.05, indicating significant differences in the price that respondents are willing to pay for a bottle of sparkling wine for their own consumption.

Cluster 5 (marked 'c' in Figure 5.44) differed significantly from Cluster 3 ('ab') and Cluster 4 ('a'), respectively. As shown in Table 5.33, Clusters 5 and 3, and Clusters 5 and 4 had shared p -values above the significance level of 0.05, suggesting that the clusters differed significantly. Clusters 5 and 3 had a shared p -value of 0.04, whereas Clusters 5 and 4 had a shared p -value of less than 0.01.

Overall, the clusters differed significantly according to the price that respondents are willing to pay for a bottle of wine for their own consumption with regard to all four wine types under study: red wine, white wine, rosé, and sparkling wine.

In summary, for the hypothesis testing, the F -test (one-way ANOVA), and Fisher's LSD post hoc test allowed the researcher to test the hypotheses of this study and to determine whether the identified clusters differed significantly for each of the segmentation sub-variables and behavioural variables. This allowed the researcher to compare the identified clusters. It was found that the clusters differed significantly for each of the segmentation sub-variables. Notably, the one sub-variable that differed significantly across all five clusters was the *Sociability* sub-variable of *Motive/Lifestyle*. Similarly, the clusters also showed significant differences in their means of the behavioural variables, except for the number of bottles they purchase per month for their own consumption.

Once the hypotheses had been tested and significant differences between the identified clusters established, the final phase of the cluster analysis was performed, which was to profile the clusters (wine consumer segments).

5.6. PROFILING OF WINE CONSUMER SEGMENTS

The fifth and final secondary objective of this study was to provide a profile of each wine consumer segment based on the segmentation variables and behavioural variables investigated in the study. As explained in Chapter 4, the mean scores of the investigated segmentation sub-variables and behavioural variables, together with the results of the hypothesis tests, were used to profile each of the five identified clusters (wine market segments). The next sections provide the name for and a discussion of the profile of each segment.

5.6.1. Segment 1: *The bargain-hunting wine consumer*

The *bargain-hunting wine consumer* is a young, Millennial adult (approximately 35 or 36 years old) who is moderately knowledgeable about the wine product and has a strong interest in wine-related events, such as wine tastings. These consumers are highly interested in wine-related events, yet moderately knowledgeable, and can therefore be classified as medium-involved wine consumers (Charters, 2006).

Medium-involved wine consumers tend to consume wine frequently, because they are involved with the wine product (Charters, 2006). *The bargain-hunting wine consumer* drinks wine once or more per week. Having a moderate level of wine involvement, consumers in this segment may have attended or be interested in attending a wine course, and may read about wine from time to time (Brunner & Siegrist, 2011; Charters, 2006). However, engaging in wine-related events is slightly more important to them than acquiring wine knowledge.

Sociability is a key motive for wine consumption for *the bargain-hunting wine consumer*. Wine is often perceived as a social alcoholic beverage that supports social interaction with others (Liu *et al.*, 2014; Romeo *et al.*, 2010). *The bargain-hunting wine consumer*, therefore, enjoys occasions or social situations where wine is involved, and drinks wine to be sociable. Wine is often also used as a socialising and recreational aid to relax after, for example, a busy workday. Since members of this segment are the youngest of all the segments, socialising with others still plays an essential role in their youthful lifestyle. It has been argued that wine is often consumed with friends as a social interaction (Anchor & Lacinová, 2015; Mouret *et al.*, 2013), and *the bargain-hunting wine consumer* might also use wine as a socialising aid.

Further, *the bargain-hunting wine consumer* believes that wine creates a pleasant and social atmosphere. Wine is beneficial for these consumers in socialising across all adult age groups, and allows them to make memories when having fun or sharing a meal with loved ones. It has been found that young Millennial adults drink wine on many more occasions and a much wider range of locations than older consumers, such as Generation X. Therefore, they are likely to consume wine at a friend's home, at a party, or on the beach (Wolf *et al.*, 2018). As *bargain-hunting wine consumers* are sociable Millennials, it could be argued that they will typically consume wine at a variety of events or places.

Incorporated into their social lives, the motive to consume wine for a fun experience is also highly significant for this wine consumer. This consumer believes that drinking wine in a social environment or at a celebration increases the pleasure and fun of an experience (Mouret *et al.*, 2013; MacDonald *et al.*, 2013; Thach, 2012). *The bargain-hunting wine consumer* is also likely to consume wine for style purposes. Consumers who consume products for style typically feel a need to keep up with trends and to fit in with their wine-consuming peers (Solomon, 2018). As they are aware of the image they portray, they may also consume wine in order to appear stylish and sophisticated. In terms of purchasing wine, the price of the wine product is the most important wine product purchase criterion for *bargain-hunting wine consumers* when buying wine for their own consumption. More specifically, *bargain-hunting wine consumers* typically search for bargain wines. In other words, they pay attention to wine products that are low-priced, on promotion, or offer value for money (Brunner & Siegrist, 2011; Kotler & Armstrong, 2018). These consumers are young Millennials (approximately 35 years old), who are likely climbing the corporate ladder, and might be starting a family. Consequently, they are intensely focused on building their career and cutting costs (Solomon, 2018). As a result, these younger consumers are likely to spend less per month than older consumers, and want to pay below-average prices for wine (Wolf *et al.*, 2018). Therefore, *bargain-hunting wine consumers* are price-sensitive.

To illustrate, among all the segments that were identified in this study, these consumers were found to be the least willing to spend money on red wine for their own consumption. Whereas the average respondent (of the sample) is willing to spend R103.71, *the bargain-hunting wine consumer* is only willing to pay R91.88 for a bottle of red wine. Moreover, the prices these consumers are willing to pay for white wine (R75.62), rosé (R61.56), and sparkling wine (R105.31) are below the respective sample averages of R85.19, R58.35, and R112, supporting the view that the younger *bargain-hunting consumer* is focused on wine prices.

Being knowledgeable wine consumers, they may also consider other aspects of the product, such as the information on the label, the vintage, origin, grape variety, and producer or brand when purchasing wine, as they have a good understanding of these aspects. Wine consumers with medium levels of involvement, such as the *bargain-hunting wine consumer*, tend to focus on grape variety when purchasing wine, as they generally understand different grape varieties (Charters, 2006).

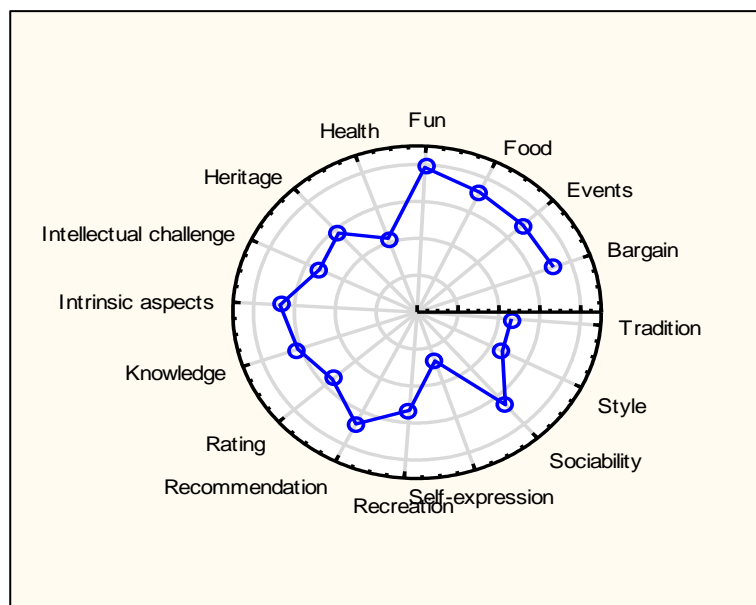
They also trust recommendations from others more than professional ratings when making a purchase decision. This observation highlights that they are aware of status and style; in other words, how other people perceive them as wine consumers. However, the price remains the most important attribute on which they base their purchase decision.

Consumers in the *bargain-hunting* consumer segment typically purchase wine twice a month. It has been argued that younger consumers buy the same number of bottles per month as older consumers (Wolf *et al.*, 2018). The present study also found that the number of bottles (approximately six) that *the bargain-hunting wine consumer* purchases per month does not differ significantly from that of older segments, such as *the traditionalist* or *basic wine consumer*. However, this segment is the most likely of all the segment to purchase the lowest number of bottles of wine per month for their own consumption.

In summary, as this is the youngest cluster, individuals are most likely still establishing a household, a family, and career life; therefore, they are more price-conscious. They seemingly enjoy consuming wine in a social environment, as they consider fun and sociability as important lifestyle-related motives for consuming wine.

The spider chart in Figure 5.45 summarises the sub-variables related to *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* that *the bargain-hunting wine consumer* finds important.

Figure 5.30: The bargain-hunting wine consumer



5.6.2. Segment 2: *The wine traditionalist*

The wine traditionalist consumer segment is the oldest segment, with an average age of 46. Therefore, *the wine traditionalist* is a member of the Generation X cohort (Kotler & Keller, 2016). *Wine traditionalists* have probably been exposed to wine for many years of their life; therefore, it could be argued that they have a moderate level of wine knowledge (a level similar to that of *the bargain-hunting wine consumer*). Consumers in *the wine traditionalist* segment are the least interested of all segments in participating in wine-related events, such as wine seminars, wine tastings, wine tours, and visiting wineries. Based on their wine knowledge and interest in wine-related events, they have a low to medium involvement with the wine product (Charters, 2006).

As is the case with many other South African wine consumers, food, fun, and sociability are important wine consumption motives for *the wine traditionalist*. However, these three motives are slightly less important to this consumer than to the average consumer in this study. *The wine traditionalist* is more likely than other consumers to be motivated to drink wine for traditional reasons. In this regard, *wine traditionalists* consume wine due to their cultural background, as part of a family tradition, or as a ritual (Brunner & Siegrist, 2011). Tradition as a motive is unique to this consumer.

Wine traditionalists possibly incorporated wine consumption into their lifestyle in imitating their upbringing experiences (Babin & Harris, 2018; Schiffman & Wisenblit, 2019). In their upbringing, South African wine consumers are typically exposed to family members who consume wine, particularly with meals (Weightman *et al.*, 2019). This imitation of family tradition supports *the wine traditionalist's* motive to consume wine with food. Therefore, *the wine traditionalist* might be motivated by a family tradition to drink wine (Anchor & Lacinová, 2015). *Wine traditionalists* may also be ritual-orientated in wine consumption, incorporating wine-consumption rituals into their lifestyle (Bruwer *et al.*, 2002). They consume wine on a weekly basis, once or more a week. However, it is unlikely that *the wine traditionalist* will consume wine daily to relax. However, they may consider enjoying wine with family around the dinner table or on a special occasion.

When purchasing wine for their own consumption, *wine traditionalists* have a good understanding of all the purchase criteria. They will consider aspects like grape variety or vintage; however, they are also drawn to bargains and special offers. Since *wine traditionalists* do not like trying new wines, they may always search for a specific grape variety, for instance, Merlot.

Notably, the present study found that heritage is a more critical wine product purchase criterion than rating for *the wine traditionalist*. Older wine consumers, such as *the wine traditionalist* of this study, tend to review the production aspects of wine (Wolf *et al.*, 2018). Therefore, they also consider the producer and the production of the wine when making a purchase decision (Brunner & Siegrist, 2011). When buying wine for their own consumption, *wine traditionalists* search for wine that is produced by a well-established, local producer or brand.

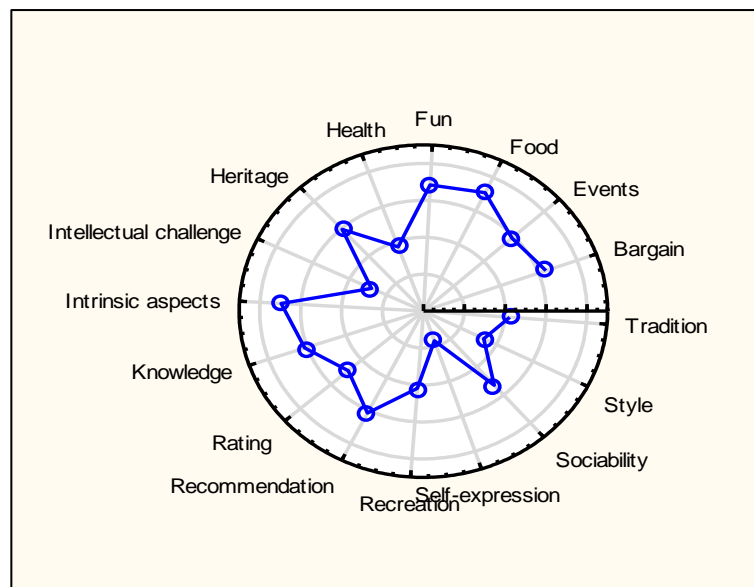
This consumer segment is not necessarily interested in trying new wines or in the intellectual challenge of consuming wine. They know what they like and tend to stick to their favourite and familiar brands, thereby showing enduring involvement with a specific wine product (Babin & Harris, 2018; Charters, 2006). For example, a *wine traditionalist* might consider the KWV wine brand, which is a well-established and admired brand in South Africa. As a result, *the wine traditionalist* might purchase a specific brand and grape variety of wine, for example, KWV Classic Merlot.

In terms of purchase frequency, *wine traditionalists* purchase wine for their own consumption monthly, once a month to once every two weeks. They purchase approximately seven to eight bottles per month for their own consumption. Among all the segments, *wine traditionalists* are willing to spend the least on white wine (R75.32), rosé (R46.52), and sparkling wine (R98.73) for their own consumption. Likewise, the price that *the wine traditionalist* is willing to pay for red wine (R93.99) is also below the average price that consumers in this study are willing to pay. Research has shown that the more involved wine consumers are, the more they are willing to spend on wine (Famularo *et al.*, 2010; Montgomery & Bruwer, 2013; Thach & Olsen, 2015). *The wine traditionalist's* low to medium level of involvement supports the significance of a bargain as the second-most important wine product purchase criterion for this consumer.

In conclusion, *wine traditionalists* are older, knowledgeable wine consumers who are set in their ways. They appreciate and understand wine; however, they are not necessarily interested in frequently participating in wine-related events. They typically consume wine weekly and with food as part of their routine.

The spider chart in Figure 5.46 highlights the importance of all the *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* sub-variables investigated in this study for *the wine traditionalist*.

Figure 5.31: The wine traditionalist



5.6.3. Segment 3: *The wine enthusiast*

For *wine enthusiasts*, wine is a hobby that is an intricate part of their lifestyle. At an approximate age of 37 to 38, *the wine enthusiast* is a young adult and a member of the Millennial cohort (Kotler & Keller, 2016). This consumer is extremely knowledgeable about the wine product, and has the most wine knowledge of all the identified segments. Therefore, *the wine enthusiast* can be deemed a wine expert (Canziani *et al.*, 2016; Ellis & Caruana, 2018).

These consumers are very interested in wine-related events. Therefore, this segment will often read about wine and visit wine estates or wine festivals. Since they enjoy the

intellectual challenge of wine, they enjoy going on wine tours, visiting new wine estates and trying different wine tastings. Expert wine consumers, such as *the wine enthusiast* of this study, will even visit wineries out of season, during the winter, and at less popular times (Ellis & Caruana, 2018; Ellis & Thompson, 2018). As their self-perceived wine knowledge and attendance of wine-related events are very high, they have an ultra-high level of involvement with the wine product (Charters, 2006).

The wine enthusiast consumes wine for many reasons. For this consumer, fun is the most essential lifestyle-related motive to consume wine. Although fun was found to be an important motive for all the segments in the present study, it is significantly more important to *the wine enthusiast*. Since these consumers are relatively young adults, they seek a fun experience through wine consumption. For expert and involved wine consumers, such as *the wine enthusiast*, wine can remarkably promote having fun and evoke pleasant emotions (Calvo-Porràl *et al.*, 2020). Consuming wine brings instant enjoyment to *the wine enthusiasts*, and aids them in feeling good (Anchor & Lacinová, 2015; Babin & Harris, 2018; Moran & Saliba, 2012; Solomon, 2018). Wine can be consumed as a celebratory drink on a special occasion (Bruwer *et al.*, 2002). In this regard, *the wine enthusiast* is also driven to consume wine to have a fun experience at a special event, such as a birthday or wedding.

However, *the wine enthusiast* does not only use wine as a celebratory drink. This consumer segment also has the strongest motive of all the segments to consume wine with food. The taste of food is widely perceived to be enhanced by wine (Thach, 2012), and *wine enthusiasts* appreciate how wine and food complement each other. Expert wine consumers, like *the wine enthusiast*, have knowledge of how to pair wine with food (Millon, 2013). As a result, this segment is strongly driven to consume wine for the experience of pairing it with food. This result is aligned with the view of Melo *et al.* (2010), who suggest that pairing wine with food is a significant motive for consumers with a high wine consumption frequency, such as *the wine enthusiast*.

In addition, *the wine enthusiast* also enjoys wine as a social beverage when interacting with others in a social environment (Romeo *et al.*, 2010). Being relatively young adults, *wine enthusiasts* are social individuals, and they consume wine at many social locations and on a variety of occasions, be it a business meeting, a social gathering at a friend's house, or a celebration (Liu *et al.*, 2014; Wolf *et al.*, 2018). Therefore, *the wine enthusiast* utilises the ability of the wine product to aid socialisation.

The wine enthusiast segment, more so than any other segment, is strongly motivated by consuming wine for an intellectual challenge. This is because highly involved wine consumers have an excellent understanding of the wine product's complexity and varying characteristics, compared to less involved wine consumers (Olsen *et al.*, 2015). Therefore, *wine enthusiasts* generally consume a wide range of wine products. Wine is a complex product with variety of tastes, styles, and quality and comprises many product attributes (Anchor & Lacinová, 2015; Olsen *et al.*, 2015). *The wine enthusiast* enjoys the intellectual benefits, such as different tastes, that are experienced with wine consumption (Brunner & Siegrist, 2011; Thach, 2012). Since these consumers are highly involved with the wine product, they enjoy searching for and trying new wines (Charters, 2006). *Wine enthusiasts* are variety-seekers, as they find new and different wine styles, grape varieties, or regions of origin intellectually stimulating.

The wine enthusiast also consumes wine to appear stylish. In other words, this consumer believes that wine is an aesthetic beverage that is superior to other alcoholic drinks like beer (Brunner & Siegrist, 2011; Weightman *et al.*, 2019). *Wine enthusiasts* believe that consuming wine marks them as sophisticated individuals (Brunner & Siegrist, 2011). Generally, consumers such as *the wine enthusiast* who form part of the Millennial age cohort feel the need to project their self-image through products, such as wine (Kotler & Keller, 2018). Consequently, *the wine enthusiast* searches for a wine that is perceived as sophisticated, trendy, and sensual (Wolf *et al.*, 2018). Therefore, for this consumer, wine is an aesthetically pleasing product.

For *the wine enthusiast*, the consumption motives of tradition, recreation, and health are relevant, but slightly less important than fun, food, sociability. However, *the wine enthusiast* is more motivated by tradition, recreation, and health than other wine consumer segments. When consumers drink wine for traditional purposes, it may be attributable to their cultural background or family tradition of consuming wine (Brunner & Siegrist, 2011). Therefore, it is likely that the *wine enthusiast* grew up in a household where their parents or adult family members were wine consumers. As a result, they also incorporated wine consumption into their daily lifestyles (Anchor & Lacinová, 2015; Weightman *et al.*, 2019). *The wine enthusiast* likely has wine consumption rituals, such as consuming wine daily.

The wine enthusiast may also consume wine for recreational purposes. Wine consumption can assist a consumer in relaxing, due to the physiological effects of alcohol on the body (Charters, 2006; Mouret *et al.*, 2013; Thach, 2012). Wine has the ability to produce a feeling of calm (Calvo-Porrall *et al.*, 2020). Therefore, the *wine enthusiast* might also drink wine to relax after a busy day.

Furthermore, *wine enthusiasts* perceive wine as a healthy, light, and natural alcoholic beverage that can promote their health. Highly involved wine consumers, such as *wine enthusiasts*, generally believe in the health benefits of wine (Vecchio *et al.*, 2017). For example, moderate red wine consumption may hold health benefits, such as aiding cardiovascular health (Higgins & Llanos, 2015). Therefore, health is also a consumption motive for this segment.

When purchasing wine, the *wine enthusiast* seems to pay attention to the following wine product purchase criteria: intrinsic aspects, recommendations, heritage, and rating. This consumer scored the highest of all segments for these criteria. A reason for this is that *wine enthusiasts* are highly involved and knowledgeable about the wine product. Therefore, they consider many more purchase criteria than novice wine consumers do in their purchase decision, since they know what wine-related information is important (Ellis & Thompson, 2018; Solomon, 2018).

Being highly knowledgeable about wine and its characteristics, *the wine enthusiast* might evaluate many product attributes when buying wine, such as the vintage, the origin, the grape variety, and the producer or brand (Bruwer & Buller, 2012; Bruwer *et al.*, 2014; Famularo *et al.*, 2010; Lockshin & Corsi, 2012; Nallaperuma *et al.*, 2017).

Wine enthusiasts might consider recommendations when purchasing wine for their own consumption, in which case they will consult others and get recommendations from salespeople, friends, and acquaintances (Brunner & Siegrist, 2011; Taylor *et al.*, 2018). Being knowledgeable, they are also often consulted by others for wine-related advice or recommendations (Brunner & Siegrist, 2011). This behaviour can be attributed to *the wine enthusiast's* appreciation for trying new and different wines. Therefore, they tend to consult various sources before making a final purchase decision.

For *the wine enthusiast*, heritage is also important when buying wine. In other words, this consumer is interested in the production of the wine, for example, who the

producer is, where the wine is produced, and how it is produced (Brunner & Siegrist, 2011). *The wine enthusiast* most likely has an understanding of the different production methods of Old World (France and Spain) and the New World (Australia and South Africa) wine-producing countries. This consumer might also be interested in whether the wine is organic and produced sustainably (Brunner & Siegrist, 2011). *Wine enthusiasts* are slightly motivated to consume wine for health-related reasons; therefore, they might consider purchasing organic wine (Janssen *et al.*, 2020).

As mentioned, there is a strong possibility that *the wine enthusiast* reads about wine regularly. Experts like these often review wine journalism, wineries' websites, and wine guides (Canziani *et al.*, 2016; Castriota, 2020; Famularo *et al.*, 2010). Therefore, they also consider wine reviews, ratings, and awards when making a purchase decision. These consumers are not necessarily price-conscious, as they are willing to pay for high-quality wine, and do not base their purchase decisions on price, and they do not search for bargains.

Among all segments, this segment is willing to pay the highest price for white wine (R103.07) for their own consumption. *The wine enthusiast* is willing to pay high prices for red wine (R114.47), rosé (R64.91), and sparkling wine (R121.93). Therefore, as classified by SAWIS (2020), *the wine enthusiast* is also willing to pay premium to ultra-premium prices for wine. Highly involved wine consumers, such as *the wine enthusiast*, are usually interested in the taste and texture of wine and are, therefore, willing to spend more money in order to buy high-quality wine (Sharma *et al.*, 2020).

Given *wine enthusiasts'* high level of involvement, they are also the most likely of all the identified segments to purchase the most bottles of wine per month for their own consumption. Expert wine consumers tend to buy more bottles of wine per month than less knowledgeable consumers (Canziani *et al.*, 2016). They also purchase wine the most frequently of all segments — approximate every one to two weeks.

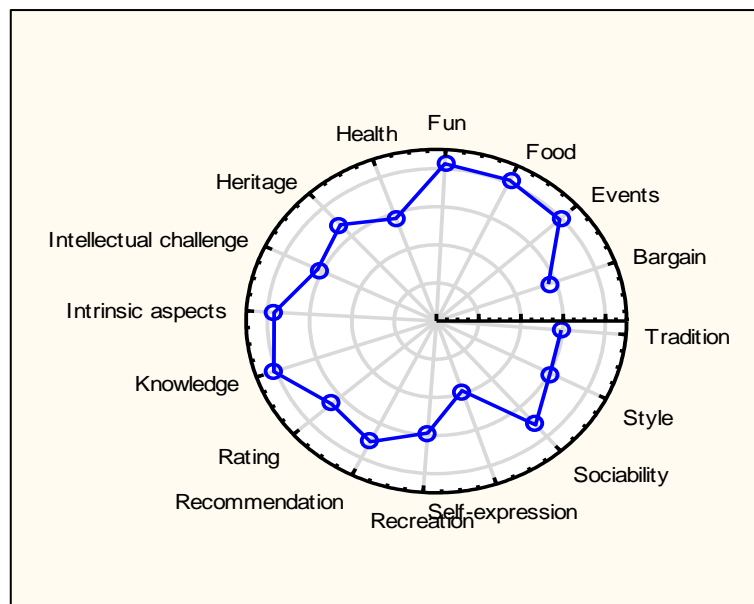
The *wine enthusiast* consumer segment also has the highest wine consumption frequency of all the identified segments. It has been argued that highly involved and knowledgeable wine consumers, such as *the wine enthusiast*, have a high wine consumption rate (Bruwer & Campusano, 2018; Roe & Bruwer, 2017; Santos *et al.*, 2020). However, their consumption frequency does not differ significantly from that of *the bargain-hunting wine consumer*, *the wine traditionalist*, or *the wine intellectual*

(who is discussed in the next section). This consumer typically consumes wine once or more per week.

In conclusion, this segment is highly involved, has many motives for wine consumption, and considers various aspects when purchasing wine.

The *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* sub-variables that influence *the wine enthusiast's* consumer behaviour are graphically displayed in the spider chart in Figure 5.47.

Figure 5.32: *The wine enthusiast*



5.6.4. Segment 4: *The wine intellectual*

The wine intellectual is highly knowledgeable about the wine product. Therefore, *the wine intellectual* has a strong interest in wine and enjoys learning about wine (Brunner & Siegrist, 2011). Individuals in this segment often read books, articles, and reviews about wine. Much like *the wine enthusiasts*, these consumers also have a strong interest in engaging in wine-related events, where they also learn about wine. They therefore enjoy visiting wineries, participating in wine tours, and tasting different wines (Sekulić *et al.*, 2017). Therefore, *the wine intellectual* has a high level of involvement with the wine product.

In terms of wine consumption motives, food has a similar degree of importance for *the wine intellectual* as it has for *the wine enthusiast*. Like *the wine enthusiast*, *the wine intellectual* is very knowledgeable about wine. Highly knowledgeable consumers such as *the wine intellect*, therefore, understand how wine complements different foods (Millon, 2013). Consequently, combining food with wine provides a pleasant and intellectually stimulating experience for *the wine intellectual* (Koone *et al.*, 2014; Thach, 2012). Further, like all the other segments, *the wine intellectual* is motivated by fun and sociability to consume wine. Therefore, they will consume wine to celebrate an event, or use it as a socialising aid (Brunner & Siegrist, 2011). In other words, *wine intellectuals* will drink wine at the dining table with food, at a celebration, or in a social environment. However, they will not necessarily consume wine purely for recreational purposes, such as relaxing after a busy day or to alleviate stress.

Another motive that sets *wine intellectuals* apart is their desire to consume wine for the intellectual challenge it offers. *The wine intellectual* has a higher interest in the intellectual challenge that wine brings than the average consumer of the present study. The wine product holds intellectual benefits because it is a diverse and complex product (Thach, 2012). The wine intellectual is intellectually stimulated by the different tastes, varieties, and styles of the wine product (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Olsen *et al.*, 2015). They are highly involved wine consumers who seek a variety of different wines, due to their understanding of the complexity and diversity of the wine product (Olsen *et al.*, 2015). The variety of wines available on the market allows *the wine intellectual* to be intellectually stimulated and try different wines, as it offers a diverse range of wines with different product attributes, such as region, grape variety, and brand (Ellis & Thompson, 2018).

When purchasing wine, the wine product purchase criteria that *the wine intellectual* values the most are similar to those of *the wine enthusiast*. *The wine intellectual*, first and foremost, pays attention to intrinsic aspects, recommendations, and heritage when buying wine. While *wine intellectuals* value ratings the least of all the purchase criteria, they might still consider it when making a purchase decision, as they may have knowledge of ratings. *The wine intellectual* has a similar disinterest in finding bargains as *the wine enthusiast*.

The relatively similar behaviour of *the wine intellectual* and *the wine enthusiast* may be attributable to both the segments' high wine knowledge and involvement with the

wine product. Further, both *the wine intellectual* and *wine enthusiast* are members of the Millennial age cohort; therefore, they also might behave similarly. Yet, at the age of approximately 39, *the wine intellectual* is about two years older than *the wine enthusiast*, and is entering middle age. Wine intellectual have no desire to showcase their wine knowledge, as they are entering middle age and unbothered about fitting in with the crowd. They are not interested in conspicuously consuming wine to seem stylish or enhance their status. Therefore, they do not drink wine for self-expression, style, to be socially accepted (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011).

As *wine intellectuals* have a strong interest in wine, they may enjoy learning about wine, often read wine-related books and articles, and study wine ratings. They also enjoy participating in wine-related events. However, they do not consume wine often, or for recreation. They typically drink wine weekly, at a wine-related event, such as a wine tasting, a wine tour, or a gathering with friends. As *wine intellectuals* are highly interested in the wine product and wine-related events, intellectual challenge is their greatest motive for consuming wine. The motives of food and fun related to wine consumption are also of great importance to this segment, which correlates with their interest in wine-related events.

Wine intellectuals tend to consume wine once or more per week, and purchase wine for their own consumption once or twice a month. This segment will purchase between six or seven bottles for their own consumption every month, and typically buys less wine than the average consumer of this study. However, the *wine intellectual* consumes slightly more than the general consumer of this study. Highly involved and knowledgeable wine consumers, such as *the wine intellectual*, drink wine regularly, typically every week (Bruwer & Campusano, 2018; Charters, 2006; Roe & Bruwer, 2017; Santos *et al.*, 2020).

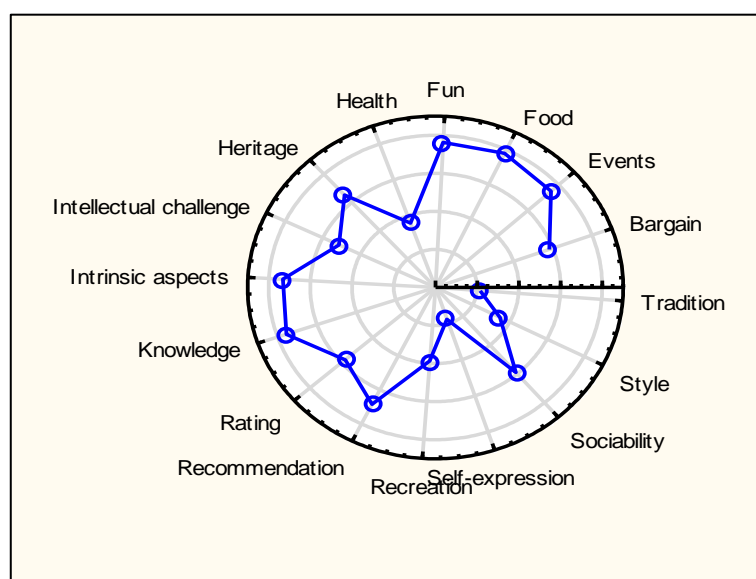
Wine intellectuals are willing to pay premium and ultra-premium prices for wine for their own consumption, as classified by SAWIS (2020). To illustrate, this segment is willing to pay the most for red wine (R116.84), rosé (R66.33), and sparkling wine (R132.14) of all segments. They are also willing to pay an ultra-premium price for white wine (R96.17), which is higher than the average price (R85.19) a consumer in this study is willing to pay. *Wine intellectuals'* willingness to pay premium prices for wine may be attributable to their high involvement with and knowledge of the wine product (Famularo *et al.*, 2010; Montgomery & Bruwer, 2013; Thach & Olsen, 2015).

Consequently, they are willing to pay a high price for high-quality wine in order to make the consumption thereof an intellectually stimulating experience. Highly knowledgeable wine consumers, such as *the wine intellect* segment of this study, are concerned about the taste and texture of the wine (Sharma *et al.*, 2020). Therefore, these consumers are price-insensitive.

Overall, *wine intellectuals* are discerning, knowledgeable wine consumers who are not price-conscious when buying wine for their own consumption.

The spider chart in Figure 5.48 provides a summary of *the wine intellectual* in terms of the *Involvement, Motive/Lifestyle, and Purchase behaviour* (wine product purchase criteria) sub-variables that influence their wine consumer behaviour.

Figure 5.33: *The wine intellectual*



5.6.5. Segment 5: *The basic wine consumer*

The basic wine consumer is, on average, 43 years old, and has the lowest level of involvement in the wine product of all the segments. Yet, *basic wine consumers* have a fair level of wine knowledge. Although they do not spend much time learning about wine, they might occasionally participate in wine-related events, such as a wine tasting. Research has suggested that consumers who participate in wine-related events can range from novices (*the basic wine consumer*) to experts (*the wine*

enthusiast) (Charters & Gallo, 2014; Santos *et al.*, 2020; Szolnoki, 2018). Therefore, *the basic wine consumer's* fair interest in attending wine-related events might be attributable to the desire to join friends or family in wine-related events, such as a wine tasting or tour. Since wine is not very important to *basic wine consumers*, they have a low level of involvement with the wine product (Charters, 2006; Lesschaeve & Bruwer, 2010).

When considering motives to consume wine, the only two motives that might influence *the basic wine consumer* to consume wine are food and fun. However, the *basic wine consumer* is significantly less motivated than other market segments to drink wine based on these motives. *The basic wine consumer* might consume wine with a meal every now and then, or drink wine at a celebration to have fun (Brunner & Siegrist, 2011). This consumer segment scored the lowest for all the lifestyle motives, and there is no unique wine consumption motive that sets it apart from other consumers. *Basic wine consumers* do not consider drinking wine a lifestyle or a hobby. As lowly involved wine consumers, *basic wine consumers* do not actively and inventively incorporate it into their lifestyles.

Since *basic wine consumers* have basic wine knowledge — significantly less than other clusters — they mainly pay attention to intrinsic aspects when buying wine. It is imperative to note that the term *intrinsic*, as defined by Brunner and Siegrist (2011), refers to the basic properties of wine. It therefore includes both intrinsic (vintage, grape variety, alcohol level) and extrinsic (label, producer/brand, and price) wine product attributes (Brunner & Siegrist, 2011; MacDonald *et al.*, 2013; Madureira & Nunes, 201). *The basic wine consumer* does consider the basic characteristics of the wine when making a purchase decision. Consumers like *the basic wine consumer*, who have a low or basic level of wine knowledge, use the wine label as an immediate source of information when making a purchase decision (Laeng *et al.*, 2016; Tang *et al.*, 2015). They will make a purchase decision in a short space of time by studying the wine label when faced with options during the purchase decision-making process.

Generally, the front label of a wine bottle provides a consumer with information about the attributes of the wine product, such as the brand, the producer, the origin, the grape variety, and the vintage (Anchor & Lacinová, 2015; Lockshin & Corsi, 2012; Puckette, 2012; Sherman & Tuten, 2011; Tang *et al.*, 2015). To make a low-risk purchase decision, less knowledgeable wine consumers like *the basic wine consumer*

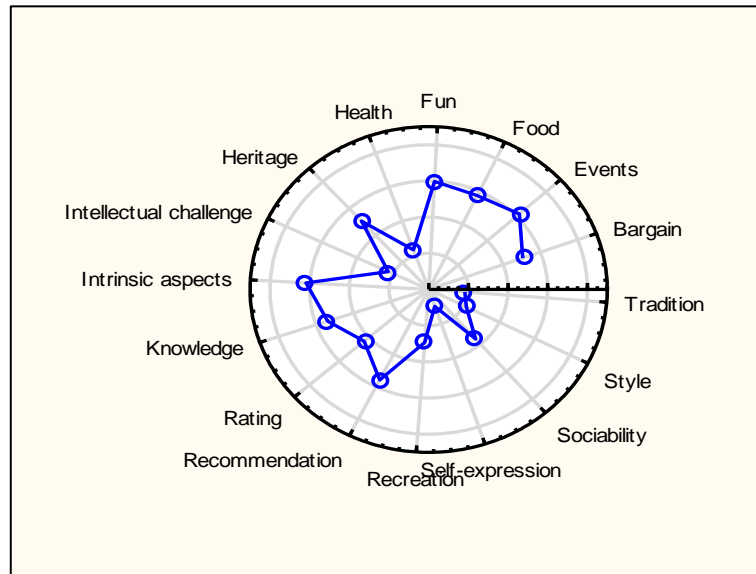
might search for a well-known wine region or wine brand that they know they can trust (Famularo *et al.*, 2010; Kallas *et al.*, 2013; Madureira & Nunes, 2013; Nallaperuma *et al.*, 2017; Sharma *et al.*, 2020).

The back label of a wine bottle generally provides a description of the taste of the wine, includes a food-pairing suggestion, and indicates the alcohol level by volume of the wine. The back label might also provide information about the production method used or the history of the winery (Anchor & Lacinová, 2015; Mueller *et al.*, 2010; Dobeles *et al.*, 2018; Tang *et al.*, 2015). *The basic wine consumer* will typically read the wine label before consulting additional resources, such as the assistance of a salesperson (Procidano *et al.*, 2021; Sherman & Tuten, 2011).

The *basic wine consumer* consumes and purchases wine the least frequently of all segments. These consumers possibly consume wine twice a month and buy wine approximately twice a month for their own consumption. This consumer is willing to spend less money on different wine types than the average consumer of this study. For red wine, *basic wine consumers* are willing to spend R101.74 per bottle for their own consumption. They will pay R78.78 for a bottle of white wine, R52.33 for rosé, and R100.87 for sparkling wine. This behaviour may be attributable to their low level of involvement, as less involved consumers are less willing to spend money on wine (Montgomery & Bruwer, 2013).

This basic wine consumer consumes and purchases wine the least frequent of all segments, perhaps twice a month. This behaviour supports the view of researchers who argue that consumers with low involvement and knowledge about wine consume wine less frequently than highly involved consumers (Bruwer & Campusano, 2018; Roe & Bruwer, 2017; Santos *et al.*, 2020). This segment also has the fewest motives for wine consumption, and might consume wine as an accompaniment to a meal with friends or to celebrate an event, but they are not passionate about the product. They probably have never had a strong interest in wine, as they do not consider wine consumption a ritual or a tradition. They enjoy consuming wine occasionally; however, they are not wine enthusiasts.

The spider chart in Figure 5.48 outlines the relevance of different *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour* sub-variables for *the basic wine consumer*.

Figure 5.34: *The basic wine consumer*

5.7. CONCLUSION

The data analysis of this study resulted in a segmentation proposition for the South African wine market according to involvement, motives for wine consumption, and the importance of wine product purchase criteria. Therefore, this study provides much-needed insight into South African wine consumers' behaviour. Five segments were identified, namely *the bargain-hunting wine consumer*, *the wine traditionalist*, *the wine enthusiast*, *the wine intellectual*, and *the basic wine consumer*.

Notably, food and fun are important wine consumption motives for the average South African wine consumer, since all the identified segments indicated these two motives. In contrast, it can be argued that South African wine consumers have a low interest in consuming wine for self-expression, as all five clusters scored low for this motive.

As the current study was a semi-replication of a Swiss segmentation study conducted by Brunner and Siegrist (2011), the segments identified in the present study were compared with those of Brunner and Siegrist. The next chapter discusses the comparison, followed by recommendations and conclusions.

CHAPTER 6

CONCLUSIONS AND MANAGERIAL RECOMMENDATIONS

6.1. INTRODUCTION

- “Personally, I am very fond of strawberries and cream but I have found that for some strange reason, fish prefer worms.” –

Dale Carnegie

South African domestic wine sales have decreased since 2018 (SAWIS, 2020). Additionally, the South African wine industry faced severe challenges in the domestic sales of wine due to alcohol bans imposed in 2020 and 2021 (BusinessTech, 2021). Further, beer holds a greater market share in the South African alcoholic beverage sales (Wesgro, 2021; WHO, 2018). It can therefore be argued that the South African wine industry is faced with many challenges, and needs to increase the sales of wine products. One method to increase sales is by employing effective target marketing strategies and tactics.

Wine consumer behaviour differs among consumers with different levels of involvement, different motives for wine consumption, and differences in what consumers pay attention to when they purchase wine (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Bruwer & Campusano, 2018; Kallas *et al.*, 2013) — for their own reasons, some consumers enjoy “strawberries and cream”, while others seek out “worms”. Therefore, it is imperative that wine marketers understand and address these varying consumer behaviours in an effort to target consumers better. The present study was aimed at segmenting the South African wine market according to three variables: *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. From the results, five market segments were identified and profiled. The differences between the identified segments are highlighted throughout this chapter.

This chapter commences with a synopsis of the study, followed by conclusions with regard to each of the research objectives of the study. Thereafter, managerial recommendations, the limitations of the study, and suggestions for future research are discussed. Finally, the research objectives of the present study are reconciled. It is

believed that the results of this exploratory study can assist wine marketers in effectively targeting distinct South African market segments based on the segments' unique characteristics.

6.2. SYNOPSIS OF THE STUDY

Wine market segmentation allows a strategic marketer to more effectively address the needs and wants of distinct market segments, based on each segment's unique characteristics (Sharma *et al.*, 2020). Market segments seemingly differ cross-culturally, and can be identified through different segmentation variables (Bruwer & Li, 2017; Charters & Gallo, 2014; Johnson & Bastian, 2015). This study was a semi-replication of a Swiss wine market segmentation study conducted by Brunner and Siegrist (2011), who called for their measurement instrument to be used cross-culturally. Therefore, the same main segmentation variables employed by Brunner and Siegrist (2011) were used in this study, namely *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. The primary objective of this study was to examine South African wine consumers according to these segmentation variables, in order to segment South African wine consumers accordingly.

For each of the unique wine consumer segments identified, the following secondary objectives were proposed: To establish whether different wine consumer segments differ significantly in terms of (1) *Involvement* sub-variables, (2) *Motive/Lifestyle* sub-variables, (3) *Purchase behaviour* sub-variables, and (4) behavioural variables, and, finally, (5) to provide a profile of each distinct wine consumer based on the segmentation- and behavioural variables investigated in the study.

To address the research objectives, this study comprised two research phases, namely a qualitative and a quantitative phase. A focus group session with six participants was conducted in the qualitative phase, to establish whether the items used in the Swiss-based questionnaire applied to the South African context. Consequently, the questionnaire was adapted slightly according to the findings of the focus group. The questionnaire was also investigated by a wine consumer expert, and a pilot study was conducted, before the questionnaire was finalised and used for the primary, quantitative research phase.

In the quantitative phase, data were collected by a South African wine research company by means of a survey from a realised sample of 400 respondents. The data gathered through the questionnaire were analysed statistically, and the results were used to segment the South African wine market according to *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*.

Several statistical analyses were employed in the primary research phase, namely reliability analysis, cluster analysis, and one-way ANOVA. First, a reliability analysis was conducted to measure the reliability of the scales employed in this study. A coefficient alpha (α) of 0.7 and above reflects good reliability, whereas a coefficient alpha below 0.6 reflects poor reliability (Babin & Zikmund, 2016). Most of the scales of the questionnaire were found to be reliable, except for *Events* ($\alpha = 0.55$), *Fun* ($\alpha = 0.58$), *Intellectual challenge* ($\alpha = 0.53$), *Rating* ($\alpha = 0.59$), *Heritage* ($\alpha = 0.45$), and *Bargain* ($\alpha = 0.54$). However, these semi-replicated scales were still applied, as scales with less than 10 items generally compute lower coefficient alphas (Pallant, 2016). Moreover, Gliem and Gliem (2003) suggest that items with a coefficient alpha of less than 0.60 can still be employed in a study, which was verified by a senior statistician of Stellenbosch University. It is, however, suggested that the scales be adapted in future cross-cultural research.

Next, a cluster analysis was conducted. The results of the cluster analysis supported the primary objective of this study, as five segments were identified according to their similarity with regard to *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. Additionally, one-way ANOVA and Fisher's post hoc tests were employed to identify if significant differences existed between and within the different sets of clusters (segments) for each variable or sub-variable investigated in this study. It was found that significant differences indeed existed between clusters (segments) for each of the variables. It should, however, be noted that there were no significant differences in the number of bottles of wine that each segment purchased monthly for own consumption.

There is limited knowledge on South African wine market segments, and the results of this study contribute to wine marketing literature in the South African context. Further, the results of this study enabled the researcher to reach conclusions regarding all the research objectives, which are addressed in the following section.

6.3. RESEARCH OBJECTIVE CONCLUSIONS

Conclusions with regard to the primary and the five secondary objectives of the study are discussed in the following sections.

6.3.1. Primary objective

The primary objective of this study was to explore South African wine consumers in terms of *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*, of which the outcome a segmentation of the South African wine market according to these variables.

The first segmentation variable, *Involvement*, refers to the degree of importance of the wine product to consumers in terms of their interests, needs, and values (Solomon, 2018). Wine consumers' involvement can range from no or low to ultra-high involvement (Charters, 2006; Lesschaeve & Bruwer, 2010). Therefore, the wine product can range from being unimportant to consumers to being of great significance (Lesschaeve & Bruwer, 2010). In the present study, *Involvement* was measured through respondents' self-perceived wine knowledge, that is, how much they believe they know about the wine product (Ellis & Thompson, 2018).

Consumers' reported participation in wine-related events, such as wine tastings and tours, was also used as a measure of wine involvement (Brunner & Siegrist, 2011). For example, the higher consumers' wine involvement is, the more likely they are to be knowledgeable and have a strong interest in wine-related events (Brunner & Siegrist, 2011; Charters, 2006). The results of this study indicated that the South African wine consumers of this study generally have a moderate level of wine knowledge and participation in wine-related events. Therefore, it can be argued that, in general, the sample of this study are medium-involvement wine consumers (Charters, 2006). However, once distinct market segments were formed, it was found that the different market segments of this study (to be addressed later) had different levels of involvement.

The second segmentation variable used to explore South African wine consumer behaviour was *Motive/Lifestyle*, which refers to the drivers of wine consumption, for example, consuming wine for self-expression or perhaps to pair wine with food (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Charters, 2006; Graziano *et al.*,

2012). The results of the current study revealed that fun and food are the two most important motives for wine consumption, as these two motives scored the highest for each of the five identified segments.

Consumers drink wine to enhance their well-being and to make them feel good (Anchor & Lacinová, 2015; Moran & Saliba, 2012; Solomon, 2018). The wine product is perceived to increase the fun at a special occasion, be it a wedding or spending time with friends (Mouret *et al.*, 2013; MacDonald *et al.*, 2013; Thach, 2012). Wine has the ability to aid low- to high-involvement wine consumers in having fun (Liu *et al.*, 2014; Calvo-Porrall *et al.*, 2020). Therefore, it makes sense that South African wine consumers in the sample, irrespective of their level of involvement with the wine product, enjoy drinking wine for the fun aspect.

The results of the present study further showed that, overall, the sample of wine consumers enjoy combining food with wine to enhance the taste of the wine and the food, to create a remarkable dining experience (Brunner & Siegrist, 2011; Koone *et al.*, 2014). It has been argued that pairing wine with food is an enjoyable experience for all wine consumers, irrespective of their level of involvement (Charters, 2006; Tang *et al.*, 2015). This view is aligned with the current study's findings, as market segments with different levels of involvement showed an interest in the experience of combining food and wine.

The final segmentation variable of this study was *Purchase behaviour*, which relates to the relative importance of wine product purchase criteria that consumers consider during the purchase decision. The sample of the present study indicated, when buying wine for their own consumption, they pay attention to the following criteria: intrinsic aspects, rating, recommendation, heritage, and bargain. The wine product purchase criteria that all the respondents considered important were the wine's intrinsic aspects and recommendation they received. That is, they consider wine product attributes such as the information on the label, the vintage, the origin of the wine, the grape variety, the alcohol level, the producer or brand, and the price (Brunner & Siegrist, 2011).

The information on the label contains information of the wine product, including the wine producer, the grape variety, the vintage, and the alcohol volume (SAWIS, 2019b). Therefore, the wine label provides the consumer with immediate information, and the

general wine consumer often first studies a wine label before consulting other sources of information (Procidano *et al.*, 2021; Sherman & Tuten, 2011). Moreover, consumers with different levels of involvement with the wine product search for different types of information on a wine label (Mueller *et al.*, 2010). For example, a less involved wine consumer will seek a concise taste description of the wine on the back label, whereas a highly involved wine consumer would prefer an elaborate description (Mueller *et al.*, 2010). Therefore, all wine consumers, whether lowly or highly involved, tend to use the wine label as a source of information regarding the 'intrinsic aspects' of wine, but different levels of wine consumers might search for different aspects on the wine label.

To illustrate, a highly knowledgeable and involved (expert) wine consumer might examine the vintage (year) when making a purchase decision, as it is an important product attribute for experts who have knowledge about vintage (Bruwer & Buller, 2012). Bruwer and Buller (2012) argue that highly knowledgeable wine consumers are more likely to consider the vintage year of a wine as a quality indicator when making a purchase decision, compared to less knowledgeable wine consumers.

In contrast, lowly involved and knowledgeable wine consumers will typically consider the brand as a wine product purchase criterion when purchasing wine for their own consumption. The reason for this behaviour might be that they trust the quality of wine produced by well-known brands (Kallas *et al.*, 2013; Madureira & Nunes, 2013). Overall, 'intrinsic aspects' (intrinsic and extrinsic product attributes) are an important purchase criterion for the sample of wine consumers with different wine product involvement levels.

Further, the results of this study suggest that, overall, the wine consumers pay attention to the recommendations of others when making a wine purchase decision for their own consumption. It has been argued that novice consumers are more likely than expert consumers to base their purchases on the recommendations of others (Agnoli *et al.*, 2016; Bruwer & Buller, 2012; Szolnoki & Hoffman, 2018). Therefore, the importance of recommendations can be influenced by a consumer's wine knowledge. Literature reveals that Israeli, Spanish, and Chinese wine consumers all value recommendations from other sources when purchasing wine (Bernabéu *et al.*, 2012; Williamson *et al.*, 2016). Therefore, the importance of recommendations as a wine product purchase criterion can also differ between countries and their different wine-consuming cultures.

The primary objective was addressed, as insight was gained on the involvement, motives for wine consumption, and the purchase behaviour of a sample of South African wine consumers, which enabled segmentation of these consumers according to the variables *Involvement*, *Motive/Lifestyle*, and *Purchase behaviour*. This segmentation could inform targeted marketing strategies based on the specific wants and needs of distinct market segments (Kotler & Armstrong, 2018). The present research identified five unique South African wine market segments (refer to Table 6.1), namely *the bargain-hunting wine consumer*, *the wine traditionalist*, *the wine enthusiast*, *the wine intellectual*, and *the basic wine consumer*.

This study was a semi-replication of a Swiss wine market segmentation conducted by Brunner and Siegrist (2011), who identified six Swiss wine market segments, as seen in Table 6.1: *the price-conscious wine consumer*, *the involved, knowledgeable wine consumer*, *the image-orientated wine consumer*, *the indifferent wine consumer*, *the basic wine consumer*, and *the enjoyment-orientated, social wine consumer*.

Table 6.1: Swiss and South African wine market segments

Brunner and Siegrist (2011)	The current study
<ul style="list-style-type: none"> • The price-conscious wine consumer 	<ul style="list-style-type: none"> • The bargain-hunting wine consumer
<ul style="list-style-type: none"> • The involved, knowledgeable wine consumer 	<ul style="list-style-type: none"> • The wine traditionalist
<ul style="list-style-type: none"> • The image-orientated wine consumer 	<ul style="list-style-type: none"> • The wine enthusiast
<ul style="list-style-type: none"> • The indifferent wine consumer 	<ul style="list-style-type: none"> • The wine intellectual
<ul style="list-style-type: none"> • The basic wine consumer 	<ul style="list-style-type: none"> • The basic wine consumer
<ul style="list-style-type: none"> • The enjoyment-orientated, social wine consumer 	

In a cross-cultural comparison between the Swiss and the South African wine market segments, similarities and differences became evident. First, Brunner and Siegrist (2011) identified two distinct segments, named *the price-conscious wine consumer*

and *the enjoyment-oriented, social wine consumer*. When buying wine, the Swiss *price-conscious wine consumer* focuses on price. The Swiss *enjoyment-orientated, social wine consumer* considers all the information on the label when making a purchase decision, ranging from grape variety to wine brand. The Swiss *enjoyment-oriented, social wine consumer* is motivated to drink wine to increase the element of fun, to be stylish, and to socialise with others (Brunner & Siegrist, 2011).

In the present study, a South African wine market segment was identified, *the bargain-hunting wine consumer*, that showed similarities with two Swiss market segments. *The bargain-hunting wine consumer's* motives, like those of the Swiss *enjoyment-orientated, social wine consumer*, to consume wine are also related socialising, style, and enjoyment. However, when purchasing wine, the South African *bargain-hunting wine consumer* first searches for a bargain before considering all the other information when purchasing wine, as does the Swiss *price-conscious wine consumer*.

Further, Brunner and Siegrist (2011) also identified the *image-orientated wine consumer*. The closest South African segment to the Swiss *image-orientated wine consumer* is the South African *bargain-hunting* consumer, who both may be motivated by self-expression to consume wine. However, *the bargain-hunting wine consumer* is unique to the present study, showing similarity with three Swiss wine market segments, namely the *enjoyment-oriented, social*; *the price-conscious*; and *image-orientated wine consumer*.

South African *wine enthusiast* is similar to Brunner and Siegrist's (2011) *involved, knowledgeable wine consumer* — both consider drinking wine a hobby. The Swiss and the South African wine markets both have *the basic wine consumer*. However, the present study did not identify a segment related to the Swiss *indifferent wine consumer*, as all the South African consumer segments are fairly to strongly knowledgeable about and involved with the wine product.

Bruwer *et al.* (2017) were the first researchers to segment the South African wine market based on wine-related lifestyle. Therefore, to establish whether the present study contributes to South African literature in this domain, the segments identified in the current study were also be compared with those of Bruwer *et al.* (2017). As shown in Table 6.2, Bruwer *et al.* (2017) identified four segments: the *conservative*,

knowledgeable wine drinker, the experimenter, highly knowledgeable wine drinker, the basic wine drinker, and the enjoyment-oriented social wine drinker.

Table 6.2: South African wine market segments

Bruwer <i>et al.</i> (2017)	The current study
<ul style="list-style-type: none"> • Conservative, knowledgeable wine drinker • Experimenter, highly knowledgeable wine drinker • Basic wine drinker • Enjoyment oriented social wine drinker 	<ul style="list-style-type: none"> • The bargain-hunting wine consumer • The wine traditionalist • The wine enthusiast • The wine intellectual • The basic wine consumer

Both the present study and that of Bruwer *et al.* (2017) identified a *basic wine consumer*, who has a low level of involvement with wine. Both the present study's *bargain-hunting wine consumer* and Bruwer *et al.*'s (2017) *enjoyment-oriented social wine drinker* both consume wine to be sociable. Further, the present study's *wine enthusiast* and Bruwer *et al.*'s (2017) *experimenter, highly knowledgeable wine drinker* are highly involved wine consumers with a high level of wine knowledge, and they enjoy trying different wines.

There also seems to be a slight similarity between the present study's *wine traditionalist* segment of this study and Bruwer *et al.*'s (2017) *conservative, knowledgeable wine drinker*. Both segments are moderately knowledgeable about and do not seek variety in their wine. The present study's *wine traditionalist* consumes wine regularly (weekly), whereas Bruwer *et al.*'s (2017) *conservative, knowledgeable wine drinker* only consumes wine on occasions (Bruwer *et al.*, 2017). Finally, the present study's *wine intellectual* is unique to this study. This may be attributable to this study's focus on segments' different motives for wine consumption and the relative importance of wine product purchase criteria, which received limited focus in the study of Bruwer *et al.* (2017).

From the primary objective, five secondary objectives with applicable hypotheses were formulated. Conclusions regarding each of the secondary objectives are discussed next.

6.3.2. Secondary Objective 1: *Involvement*

The first secondary objective was: To establish whether the different identified wine consumer segments differ significantly in terms of *Involvement* sub-variables. Two sub-variables were used to measure *Involvement*, namely *Knowledge* and *Events*. The differences between the segments' wine product knowledge and participation in events are discussed separately.

6.3.2.1. *Knowledge*

The bargain-hunting wine consumer and the traditionalist are moderately knowledgeable about the wine product. There is no significant difference between these two segments in this regard. *Bargain-hunting wine consumers* have good general wine knowledge, and may often gather information and learn more about wine. Since *bargain-hunting consumers* often visits wineries and participate in wine tastings (wine-related events), they may build their wine knowledge through these events. These consumers also enjoy learning about wine and broadening their knowledge by trying different wines. Their friends and family rely on them to select a wine at a restaurant, and will ask for their advice about wine, as they are perceived as highly knowledgeable wine consumers.

Wine traditionalists also have good wine knowledge, perhaps due to having been surrounded with family members who were wine consumers during their upbringing (Brunner & Siegrist, 2011). As *wine traditionalists* are the oldest (46 years) of all the segments' consumers, they have gained a lot of wine knowledge throughout their life, through experience and reading wine books and articles. They have therefore long had a deep interest in the wine product. However, their interest in the wine product might have decreased as they aged.

The wine enthusiast and the wine intellectual could be considered wine experts, as they have an ultra-high and high wine knowledge, making them highly knowledgeable

consumers (cf. Canziani *et al.*, 2016). *The wine enthusiast* is the most knowledgeable of all the wine segments, and has significantly more wine knowledge than the other segments. This consumer has a high interest in wine, often reads books and articles on wine, and studies wine reviews and ratings (Brunner & Siegrist, 2011). For *the wine enthusiast*, wine is a hobby. As these consumers are highly knowledgeable, the responsibility is often placed on them to select wine for an occasion, and others also consult *the wine enthusiast* about wine. Since the wine product is embedded in *the wine enthusiast's* lifestyle, this consumer will also gain wine knowledge through socialising with others, pairing wine with food, and trying different wines.

Similar to *wine enthusiasts*, *wine intellectuals* also enjoy learning about wine; however, wine is not necessarily their hobby. Yet, *the wine intellectual's* wine knowledge is significantly less than that of *the wine enthusiast*. However, *the wine intellectual* is still a highly knowledgeable wine consumer compared to other segments. *Wine intellectuals* read wine-related books and articles, but unlike *wine enthusiasts*, they do not actively study wine reviews and ratings. They may first ask their friends for wine advice, rather than being consulted by friends. Although *wine intellectuals* are highly knowledgeable about the wine product, they do not boast about it to others.

Finally, *the basic wine consumer* has the least wine knowledge of all the segments, significantly lower than that of the other segments. However, this consumer has a fair, basic level of knowledge. They do not have a strong interest in the wine product. *Basic wine consumers* do not read about wine in their free time, and perceive themselves as lacking knowledgeable about the wine product. Any wine knowledge they have would probably have been gained through wine-related experiences and their attendance of wine-related events, such as a wine tasting.

Overall, the five identified segments differed significantly in terms of their wine knowledge. Next, the importance of wine events for the five identified segments are reviewed.

6.3.2.2. Events

The wine enthusiast seems to be the biggest attendee of wine-related events of all segments. *The wine enthusiast* enjoys attending wine seminars, visiting wineries, partaking in wine tasting, and taking wine tours (Brunner & Siegrist, 2011). *Wine*

enthusiasts' frequent attendance of wine-related events corresponds with their high level of wine knowledge. This result is aligned with the view of Canziani *et al.* (2016) that the more experience consumers have with a wine product through wine-related experiences, such as wine tastings, the more their wine knowledge increases.

Likewise, *wine intellectuals* frequently participate in wine-related events, which provide them with opportunities to learn more about wine and wine regions. *The wine intellectual* is highly knowledgeable about wine, enjoys learning about wine, and has a strong interest in the product (Canziani *et al.*, 2016; Szolnoki, 2018). *The wine enthusiast* and *the wine intellectual* do not differ significantly in their attendance of wine-related events. Highly involved and knowledgeable wine consumers like these two segments are likely to be regular participants in wine-related events.

Conversely, *wine traditionalists* attend wine-related events the least of all the segments; however, they will attend a wine-related event on occasion to be sociable with friends. Since these consumers are the oldest (46 years old) of all the segments, their interest in attending wine events may have decreased with age.

The basic consumer will likely attend wine-related events slightly more often than *the wine traditionalist*. However, *the basic wine consumer's* participation in wine-related events is similar (but does not differ significantly) to that of *the wine traditionalist*. Both segments are less involved wine consumers than other segments. As previously mentioned, *the basic wine consumer* has moderate wine knowledge, and is not very interested in the wine product. However, *the basic wine consumer's* attendance of wine-related events is relatively frequent. The reason for this might be that they attend wine tastings and tours to have fun. Additionally, this consumer might attend these events to accompany others who are highly interested in the wine product (Szolnoki, 2018).

The bargain-hunting wine consumer differs significantly from all the other segments in terms of the *Events* sub-variable of *Involvement*. *Bargain-hunting wine consumers* might consider wine-related events an opportunity to learn more about the wine product, as they have an interest in the product. Further, wine-related events might provide *bargain-hunting wine consumers* opportunities to learn more about wine and support their motives for consuming wine, which are to, simultaneously be sociable, have fun, and be intellectually challenged.

Overall, the five segments differ in their knowledge and participation in events, and, subsequently, their involvement with the wine product. *The basic wine consumer* has low involvement with the wine product, whereas *the bargain-hunting wine consumer* and *the wine traditionalist* both have medium involvement. *The wine intellectual* has a high level of involvement, whereas *the wine enthusiast* has ultra-high wine product involvement (cf. Charters, 2006).

The identified segments also differ in their lifestyles and motives for wine consumption, which is discussed below.

6.3.3. Secondary Objective 2: *Motive/Lifestyle*

The following was another secondary objective of the present study: To establish whether the different identified wine consumer segments differ significantly in terms of *Motive/Lifestyle* sub-variables. Nine sub-variables were measured, namely *Self-expression*, *Recreation*, *Sociability*, *Health*, *Style*, *Food*, *Tradition*, *Fun*, and *Intellectual challenge*. The following sections discuss the identified consumer segments according to these sub-variables.

6.3.3.1. *Self-expression*

If a consumer drinks wine for self-expression, it means that they consume wine to be socially accepted, respected, or to be distinctive (Anchor & Lacinová, 2015; Brunner & Siegrist, 2011). They seek to signal their status identity to others through the consumption of the wine product (Assimos *et al.*, 2019; Brunner & Siegrist, 2011; Solomon, 2018).

Among the identified segments in this study, *the wine enthusiast* is the most likely to drink wine for self-expression. This consumer segment scored the highest mean for *Self-expression* of all the segments, and differed significantly from the other segments with regard to this consumption motive. The reason for this could be that they seek to impress others who are as highly knowledgeable about wine as they are (Brunner & Siegrist, 2011). The only other consumer segment that motivated by self-expression is *the bargain-hunting wine consumer*. However, *the bargain-hunting wine consumer* takes significantly less interest in consuming wine for self-expression than *the wine*

enthusiast. Since *bargain-hunting wine consumers* are frequently in sociable environments, they may be motivated to consume the wine product to establish status amongst their peers (Brunner & Siegrist, 2011).

Finally, *the wine traditionalist*, *the wine intellectual*, and *the basic wine consumer* are generally not motivated by self-expression to consume wine. Notably, *the traditionalist* and *the wine intellectual* have a similar disinterest (but do not differ significantly) in consuming wine for self-expression.

6.3.3.2. *Recreation*

Wine consumption can bring about a feeling of relaxation (Silva *et al.*, 2016). As a result, some consumers drink wine for recreational purposes (Brunner & Siegrist, 2011). In this study, the *wine enthusiast* enjoys drinking wine for recreation the most of all the segments, and differs significantly from all the other segments in this regard. *Wine enthusiasts* generally appreciate all the benefits of wine consumption, due to their ultra-high involvement with the wine product (cf. Charters, 2006), ranging from personal benefits, such as self-expression, to symbolic benefits, such as recreation (Canziani *et al.*, 2016). Although *wine enthusiasts* are likely to consume wine for self-expression, they are more influenced by other wine consumption motives (such as having fun).

Another consumer segment that may consider consuming wine for recreation, is *the bargain-hunting wine consumer*. However, this segment is slightly less (and significantly differently) motivated by recreation than *the wine enthusiast*. Nonetheless, *the bargain-hunting wine consumer* consumes wine for recreational purposes to create a relaxing social environment and relax after a busy day (cf. Brunner & Siegrist, 2011).

The wine traditionalist, *the wine intellectual*, and *the basic wine consumer* segments are unlikely to consume wine for recreational purposes. Notably, *the wine traditionalist* and *the wine intellectual* do not differ significantly from each other with regard to recreation as a wine consumption motive. Both find other wine consumption motives more important than recreation. Furthermore, *the wine intellectual* is slightly less driven by the motive of recreation than *the wine traditionalist*.

The basic wine consumer's motivation to consume wine for recreational purposes is significantly lower than that of all the other consumer segments, which could be attributable to their low involvement with the wine product. Seemingly due to their low involvement, they have fewer motives for wine consumption than highly involved wine consumers, such as *the wine enthusiast*. As wine does not play an important role in *basic wine consumers'* lifestyle, they will consume wine when celebrating an event or to have fun; however, they will not consume wine as a relaxing ritual after a busy workday (Brunner & Siegrist, 2011).

6.3.3.3. Sociability

Drinking wine is often a shared experience. Therefore, wine can advance socialisation (Liu *et al.*, 2014; Mouret *et al.*, 2013; Sharma *et al.*, 2020; Sherman & Tuten, 2011). In this study, all the identified wine consumer segments differed significantly with regard to sociability as a motive to consume wine. Whereas *the wine enthusiast* scored significantly high on this consumption motive, *the basic wine consumer* scored significantly low. *The wine enthusiast* may consume wine to be sociable more than all the other segments (Brunner & Siegrist, 2011). *The wine enthusiast* consumes wine at many social events, and they consider wine a social beverage (Liu *et al.*, 2014; Wolf *et al.*, 2018; Romeo *et al.*, 2010).

In contrast, *the basic wine consumer* is the least like to be motivated by sociability to consume wine. As previously mentioned, these consumers are lowly involved wine consumers and, consequently, have fewer motives for consuming wine than highly involved wine consumers like *wine enthusiasts*.

Sociability is a particularly important motive for wine consumption for the *bargain-hunting wine consumer*. This segment scored the second highest for this wine consumption motive. Being a relatively young consumer segment (Millennials, aged of 35 to 36), socialising is part of their lifestyle. As a result, they may frequently consume wine with others as a social interaction (Anchor & Lacinová, 2015).

The wine intellectual and *wine traditionalist* also consider sociability a motive to consume wine. However, *the wine intellectual* is slightly (and statistically significantly) more driven by the sociability motive than *the wine traditionalist*. This could be due to the difference in their wine product involvement levels. *Wine intellectuals* are highly

involved wine consumers, whereas *wine traditionalists* have low to medium involvement with the wine product. Seemingly, wine consumers with higher involvement levels, such as *the wine intellectual*, have a higher consumption rate of wine than less involved consumers (Bruwer & Campusano, 2018; Roe & Bruwer, 2017; Santos *et al.*, 2020). Therefore, *wine intellectuals* might find sociability significantly more relevant than *wine traditionalists*, since they may more frequently consume wine in a social environment.

6.3.3.4. *Health*

Wine can be perceived as a healthy alcoholic beverage (Dobele *et al.*, 2018; Sharma *et al.*, 2020; Yoo *et al.*, 2013). For example, it has been suggested that moderate wine consumption can benefit the physical and mental well-being of a consumer (Castriota, 2020; Chang *et al.*, 2016; Higgins & Llanos, 2015; Vecchio *et al.*, 2017). Among all the consumer segments, *the wine enthusiast* is mostly likely to consume wine for health-related reasons (Canziani *et al.*, 2016). These consumers scored significantly higher than all the other segments for the health motive in the present study. As previously mentioned, being ultra-highly involved wine consumers, *the wine enthusiast* segment is the most involved of all segments. It has been argued that, as wine consumers' involvement increases, the more they tend to appreciate the perceived health benefits of wine (Vecchio *et al.*, 2017). This explains why health is a motive for wine consumption for *the wine enthusiast*.

Bargain-hunting wine consumers had the second-highest score for *Health* as a motive to consume wine, below that of *wine enthusiasts*. *Bargain-hunting wine consumers* are, however, more motivated by other consumption motives, such as intellectual challenge, style, and tradition.

In contrast, *the wine traditionalist* and *the wine intellectual* scored low on the health motive, with the *wine traditionalist* scoring only slightly higher than *the wine intellectual*. Finally, *the basic wine consumer* scored the lowest of all the segments on drinking wine for health-related reasons, with a significantly lower score. As this wine consumer segment is lowly involved with the wine product, they have many reasons for not consuming wine.

6.3.3.5. *Style*

Consumers might consume wine to be stylish (Brunner & Siegrist, 2011), as wine is often associated with sophistication (Weightman *et al.*, 2019). *The wine enthusiast*, with the highest score, is the most likely of all segments to drink wine due to this motive. Being ultra-highly involved wine consumers, *wine enthusiasts* appreciate a wide range of wine consumption benefits, one of which is the personal benefit of seeming stylish when drinking wine (cf. Canziani *et al.*, 2016).

The bargain-hunting wine consumer scored slightly and significantly lower than *the wine enthusiast* for the style motive. However, *the bargain-hunting wine consumer* is also drawn to consume wine for style purposes. These consumers appreciate the aesthetic experience of wine consumption, and may consider wine more aesthetically pleasing, sophisticated, and stylish than other alcoholic beverages, for example, beer (Burnham & Skilleås, 2012; Jackson, 2014; Weightman *et al.*, 2019).

Conversely, it is unlikely that *the wine traditionalist* and *the wine intellectual* would consume wine for style purposes. These two segments had low scores for this motive, which scores did not differ significantly.

Finally, *the basic wine consumer* scored significantly lower than all the other segments for the style motive. As mentioned earlier, *the basic wine consumer* is lowly involved with the wine product and has few motives for wine consumption.

6.3.3.6. *Food*

The results of this study revealed that food is one of the most important wine consumption motives for all the consumer segments. Further, *wine enthusiasts* are significantly more likely than any other segment to be motivated to consume wine for the sake of complementing it with food.

Although *wine enthusiasts* scored higher than *wine intellectuals* for the *Food* wine consumption motive, the scores did not differ significantly. This could be attributed to both consumer segments' high involvement with the wine product. *Wine enthusiasts* and *wine intellectuals* are highly knowledgeable, and consider food an important motive to consume wine, as they might enjoy pairing food with wines. Both these segments have excellent comprehension about which wine complements which food;

for example, red wine with red meat or white wine and fish (Koone *et al.*, 2014; Puckette & Hammack, 2015).

Bargain-hunting wine consumers scored slightly (and statistically significantly) higher than *wine traditionalists* for the *Food* motive. Both these segments consider food an important component of their wine-related lifestyle. On the one hand, *the bargain-hunting wine consumer* appreciates an experience where wine and socialising are involved; therefore, this consumer might be motivated by food to consume wine on such occasions.

Food is an important consumption motive for *the wine traditionalist*. *The wine traditionalist* may have grown up surrounded by family members who consumed wine, particularly with a meal (Anchor & Lacinová, 2015; Weightman *et al.*, 2019), and they possibly consume wine because it is a family tradition or part of their cultural background (Brunner & Siegrist, 2011).

Finally, *the basic wine consumer* scored the lowest of all segments for the *Food* wine consumption motive, and differed significantly from the other segments in this regard. *The basic wine consumer* will probably consume wine with food in order to make the meal a pleasurable experience (Brunner & Siegrist, 2011). Unlike highly involved wine consumers (*wine enthusiasts* and *wine intellects*), this consumer does not have a high level of knowledge about or interest in pairing wine with food.

6.3.3.7. *Tradition*

Wine consumers who drink wine for traditional purposes do so because it is a family tradition or part of their cultural background (Brunner & Siegrist, 2011).

Tradition is yet another wine consumption motive that *wine enthusiasts* value the most of all the consumer segments, and they value it significantly more than other segments. *The wine enthusiast* appreciates the symbolic drinking of wine, for example, as a tradition (cf. Canziani *et al.* 2016). It is therefore likely that *wine enthusiasts* grew up in a wine-consuming household, whereby they also learned about wine. However, there are many other motives that *the wine enthusiast* considers more important, as discussed earlier.

Further, *the bargain-hunting wine consumer* and *the wine traditionalist* are similarly motivated to consume wine due to tradition. *Bargain-hunting wine consumers* have more wine consumption motives that makes them unique than *the wine traditionalist*, such as recreation, health, and style. *The wine traditionalist* likely grew up surrounded by family members who consumed wine, particularly with a meal (cf. Anchor & Lacinová, 2015; Weightman *et al.*, 2019), which may be why consuming wine with food is an important consumption motive for *the traditionalist*. Therefore, wine consumption as part of rituals is typically a family tradition that *traditionalists* have incorporated into their adult lifestyle.

In comparison *the wine intellectual* does not necessarily primarily consume wine for traditional purposes. Likewise, tradition is not an important wine lifestyle motive for *the basic wine consumer*. *The wine intellectual* and *the basic wine consumer* do not differ significantly with regard to tradition as a motive to consume wine. However, *the basic wine consumer* scored the lowest of all segments for the *Tradition* motive. It can therefore be argued that both consumer segments were probably not surrounded by wine consumers, such as family members, during their upbringing. Consequently, these consumers do not incorporate wine into their adulthood lifestyle (Babin & Harris, 2018; Schiffman & Wisenblit, 2019).

6.3.3.8. *Fun*

As mentioned before, fun is one of the most important motives for all five wine consumer segments identified in this study. *The wine enthusiast* scored the highest for this wine consumption motive. *The wine enthusiast* is significantly more driven to consume wine for fun than the other consumer segments. *Wine enthusiasts* consume wine to have a fun interactive (social) wine experience (cf. Brunner & Siegrist, 2011; Canziani *et al.*, 2016). It has been argued that the wine product can instantaneously evoke pleasant emotions in highly involved wine consumers, such as *the wine enthusiast* (Calvo-Porrall *et al.*, 2020).

The bargain-hunting wine consumer scored the second-highest for the *Fun* wine consumption motive. For *bargain-hunting wine consumers*, consuming wine for fun seems to be their main priority. Being social individuals, *bargain-hunting wine*

consumers enjoy an experience where wine and socialising are involved. In this regard they are similar to *wine intellectuals*.

For *wine traditionalists*, fun is also an important wine consumption motive, and consuming wine is incorporated into their lifestyle. However, it is slightly (and statistically significantly) less influential for this consumer than for the *wine enthusiast*, *the bargain-hunting wine consumer*, and *the wine intellectual*. Fun is a slightly (and statistically significant) more influential wine consumption motive for *the wine traditionalist* than for *the basic wine consumer*. For *the wine traditionalist*, consuming wine with food is the most important consumption motive, with fun second. Fun is the strongest motive of wine consumption for *the basic wine consumer*, followed by food. This small difference in behaviour might be because *the wine traditionalist* is more involved with the wine product than *the basic wine consumer*.

The basic wine consumer scored the least of all segments for fun as a wine consumption motive. However, it was found to be the most significant motive for *the basic wine consumer*. Therefore, similar to all the other market segments, the *basic wine consumer* will probably consume wine for the fun aspect. Lowly involved wine consumers, such as *the basic wine consumer*, consume wine at special occasions for fun (Liu *et al.*, 2014). Since wine is not an integral part of *basic wine consumers'* lifestyle, they will probably only consume wine when celebrating an event.

6.3.3.9. *Intellectual challenge*

The wine enthusiast is the most motivated of all segments to consume wine for the intellectual challenge it offers. This consumer appreciates the cognitive wine experience. *The wine enthusiast* scored significantly higher than all the other segments for this motive.

The bargain-hunting wine consumer and *the wine intellectual* also appreciate the intellectual challenge, and the two segments do not differ significantly in the importance they place on *Intellectual challenge* as a motive for wine consumption. However, *the bargain-hunting wine consumer* is also driven by many other wine consumption motives, such as recreation, health, and style.

The wine intellectual is driven by the intellectual challenge of consuming wine. Since they are highly knowledgeable wine consumers, they fully understand the wine

product, and enjoy trying new and different wines (Brunner & Siegrist, 2011). The wine product has many product attributes, such as taste, type, grape variety, and quality (Anchor & Lacinová, 2015; Olsen *et al.*, 2015). A consumer who likes variety has the opportunity try many different wines in the product category and be intellectually stimulated by the variety (Thach, 2012). *The wine intellectual* is, therefore, a variety-seeking consumer (Olsen *et al.*, 2015). This finding supports the view of Olsen *et al.* (2015), who maintain that consumers who are highly involved with the wine product have a good understanding of the variety and complexity thereof, as opposed to less involved wine consumers.

Highly involved wine consumers, such as *wine intellectuals*, consume a wider variety of wine products, and enjoy trying different wines, which produces an intellectual challenge (Ellis & Thompson, 2018; Marques & Guia, 2018; Olsen *et al.*, 2015). Trying different wines and being intellectually challenged by wine is an important lifestyle benefit or motive for *the wine intellectual*.

Finally, *the basic wine consumer* and *the wine traditionalist* segments are similarly unmotivated to consume wine for an intellectual challenge, and these segments scored the lowest for this motive.

In conclusion, different market segments have different wine consumption motives. Overall, *the wine enthusiast* has the most motives for wine consumption of all the segments identified in this study, and *the basic wine consumer*, the fewest.

The market segments also differ in their purchase behaviour, as highlighted in the following section.

6.3.4. Secondary Objective 3: *Purchase behaviour*

With regard to purchase behaviour, the following secondary objective was proposed for the present study: To establish whether the different identified wine consumer segments differ significantly in terms of *Purchase behaviour* sub-variables.

Five wine product purchase criteria were used as sub-variables, namely *Intrinsic aspects*, *Rating*, *Recommendation*, *Heritage*, and *Bargain*, which are addressed next.

6.3.4.1. *Intrinsic aspects*

As discussed, Brunner and Siegrist (2011) used the term *intrinsic* to refer to the basic characteristics of the wine product. Therefore, 'intrinsic aspects' include both the intrinsic (vintage, grape variety, and alcohol level) and extrinsic (label, producer/brand, origin, and price) product attributes (MacDonald *et al.*, 2013; Madureira & Nunes, 2013).

For many consumer segments *Intrinsic aspects* was found to be the most influential wine product purchase criterion when purchasing wine for their own consumption. The importance that *the wine enthusiast* and *the wine intellectual* place on 'intrinsic aspects' when buying wine does not differ significantly; *the wine enthusiast* scored only slightly higher than *the wine intellectual* in this regard. As previously mentioned, *the wine enthusiast* and *the wine intellectual* are highly knowledgeable about the wine product; therefore, they understand the intrinsic aspects of wine, and consider all these attributes in their purchase decision.

This result is aligned with literature that posits that both segments have knowledge of the differences in quality and taste of different vintage years of wine, and consider it in their purchase decision (Cagriota, 2020; Grainger & Tattersall, 2016). Bruwer and Buller (2012) suggest that highly knowledgeable (expert) wine consumers are more likely to focus on vintage than less knowledgeable consumers when purchasing wine. These highly knowledgeable wine consumers also understand the region of origin of a wine, and consider it an important product attribute when purchasing wine, because it influences their perception of the value of the product (Chamorro *et al.*, 2015; Laeng *et al.*, 2016; Kallas *et al.*, 2013; Lockshin & Corsi, 2012). Further, expert wine consumers strongly prioritise grape variety in their wine purchase decision, whereas novice wine consumers are less focused on it (Bruwer & Buller, 2012; Bruwer *et al.*, 2014).

However, product attributes categorised as 'intrinsic aspects' that the two expert market segments may be less concerned about are alcohol level (which is indeed an intrinsic attribute) and price (which is actually an extrinsic attribute). Research has shown that the alcohol level of wine is not an important product attribute for wine consumers, irrespective of their level of wine expertise (Bernabéu *et al.*, 2012; Bruwer & Buller, 2012; Chrysochou *et al.*, 2012). Lategan *et al.* (2017) argue that an alcohol

level below 13% is the least important product attribute for South African (specifically Generation Y) wine consumers.

The wine traditionalist and *the bargain-hunting wine consumer* also do not differ significantly in the importance that they place on 'intrinsic aspects' as a wine product purchase criterion. However, it is the first wine product purchase criterion that *the wine traditionalist* considers when buying wine. In contrast, for *the bargain-hunting wine consumer*, it is the third-most important purchase criterion of the five criteria.

The most important wine product purchase criterion that *wine traditionalists* consider when purchasing wine for their own consumption is 'intrinsic aspects'. This segments therefore consider aspects such as the information on the label, the vintage, origin, and grape variety of the wine. Other intrinsic aspects include the producer or brand and the price (Brunner & Siegrist, 2011). *Wine traditionalists* have a moderate level of wine knowledge; therefore, they probably understand the basic product attributes of the wine product, and can make a purchase decision for their own consumption solely by focusing on some of the intrinsic aspects of the wine product.

'Intrinsic aspects' is the only third-most important wine product purchase criterion that *bargain-hunting wine consumers* pay attention to when purchasing wine for their own consumption. For *the bargain-hunting wine consumer*, finding bargains is more important when buying wine. Therefore, the consumer will search for the product attributes (intrinsic aspects) in alignment with their price preference.

Finally, the most important wine product purchase criterion that *basic wine consumers* pay attention to when buying wine for their personal consumption is 'intrinsic aspects'. *The basic wine consumer* segment differs significantly from all four other segments in this regard. *Basic wine consumers* have a fair level of wine knowledge. Therefore, they might review the basic characteristics of wine when making a wine purchase decision, such as the brand. Researchers have suggested that less knowledgeable and involved wine consumers trust, and prefer to purchase, well-established and well-known brands (Kallas *et al.*, 2013; Madureira & Nunes, 2013). In contrast, less knowledgeable wine consumers, such as *the basic wine consumer* of the present study, might be less concerned about 'intrinsic aspects' such as the vintage year, the origin, and the grape variety of the wine (Bruwer & Buller, 2012; Bruwer *et al.*, 2014; Lockshin & Corsi, 2012).

The wine enthusiast will consider all the product attributes that make up the ‘intrinsic aspects’ of the wine product, ranging from grape variety (intrinsic attribute) to region, while *the basic wine consumer* might only consider a few basic product attributes, for example, price and brand (extrinsic attributes).

6.3.4.2. *Rating*

Wine consumers who value the wine’s rating as a wine product purchase criterion spend time reading about wines’ reviews, ratings, and awards (Brunner & Siegrist, 2011). Rating as a wine product purchase criterion is least important for *the bargain-hunting wine consumer*. In terms of interest in the *Rating* criterion of the realised sample of this study, *the wine traditionalist* showed an interest below the sample average.

Rating is the only wine product purchase criterion that *the wine enthusiast* and *the wine intellectual* pay significantly differently attention to when buying wine for their own consumption. Generally, highly involved and knowledgeable consumers will consult direct or professional sources of information, such as ratings (Canziani *et al.*, 2016; Laeng *et al.*, 2016). Accordingly, the results of the present study indicated that *the wine enthusiast*, the most knowledgeable and involved segment, values wine ratings, reviews, and awards the most of all the consumer segments. Therefore, this consumer will probably visit direct sources to gather information about wine, such as wine journalism, reviews, wineries’ websites, and wine guides (Canziani *et al.*, 2016; Castriota, 2020; Famularo *et al.*, 2010). For example, the South African *wine enthusiast* might purchase the best-selling South African annual wine guide Platter’s Wine Guide each year and study the ratings of the best South African wines on the market.

Wine intellectuals are interested in wine ratings; however, they are significantly less interested in ratings than *wine enthusiasts*. *Wine intellectuals* will seemingly rather base a purchase decision for personal consumption on their own knowledge and the recommendations of others before reviewing wine ratings. *Wine intellectuals* are slightly older and less knowledgeable and involved than *wine enthusiasts*, and they do not consider actively studying wine reviews and ratings a priority. As a result, *the*

wine intellectual does probably not read reviews and ratings as frequently as *the wine enthusiast* to keep up with the different wine products available in the wine market.

There is no significant difference between *wine intellectuals* and *bargain-hunting wine consumers* in paying attention to ratings when making a wine purchase decision, with *wine intellectuals* valuing ratings only slightly more than *bargain-hunting wine consumer*. However, rating is the least important wine product purchase criterion of the five criteria for both segments.

Finally, the rating is also the least important wine product purchase criterion for *the basic wine consumer*, and is significantly less important for this segment than the other segments. It is therefore unlikely that *basic wine consumers* would make a wine purchase decision for their own consumption based on ratings.

6.3.4.3. Recommendation

For *the wine enthusiast*, *the wine intellectual*, *the bargain-hunting wine consumer*, and *the basic wine consumer*, Recommendation was found to be the second-most important wine product purchase criterion. Therefore, consumers in these segments will consider the recommendations of others, such as friends, acquaintances, and salespeople, when purchasing wine for their own consumption (Brunner & Siegrist, 2011; Canziani *et al.*, 2016).

The wine enthusiast scored the highest for the *Rating* wine product purchase criterion of all the consumer segments. However, *the wine enthusiast* and *the wine intellectual* do not differ significantly in the importance they place on recommendations when buying wine for their own consumption. Both these segments comprise highly knowledgeable wine consumers. This result is aligned to literature that posits that highly knowledgeable wine consumers rely less on recommendations of others than less knowledgeable wine consumers do (Ellis & Thompson, 2018; Madureira & Nunes, 2013).

Interestingly, the results of this study indicate that it rating is an important wine product purchase criterion for *wine enthusiasts* and *wine intellectuals*. It has been suggested that wine consumers consider the recommendations of others as a risk-reduction strategy to avoid making poor purchase decisions (Bernabéu *et al.*, 2012). *Wine enthusiasts* and *wine intellectuals* mainly study the 'intrinsic aspects' (intrinsic and

extrinsic product attributes) of wine before getting recommendations. Experts may therefore use recommendations as a confirmative risk-reduction strategy — to confirm their choice of wine based on ‘intrinsic aspects’.

Further, *bargain-hunting wine consumers* do also not differ significantly from *wine enthusiasts* and *wine intellectuals* in their consideration of recommendations when buying wine. Therefore, they also value recommendations in making their purchase decision. As mentioned before, *bargain-hunting wine consumers* are very price-conscious; therefore, they might rely on the recommendations of others to buy quality wine for a lower price (Agnoli *et al.*, 2016; Bruwer & Buller, 2012; Szolnoki & Hoffmann, 2013). This consumer drinks wine for sociability, style, and perhaps self-expression. They are often in a social wine-consuming environment, and seek to be perceived as sophisticated and gain status among their knowledgeable wine-consuming peers. Due to their desire to ‘fit in’, recommendations by their peers are more important to them than wine ratings (Solomon, 2018).

Basic wine consumers might consider recommendations when purchasing wine for their own consumption. However, this segment scored the lowest for the *Recommendation* wine product purchase criterion, and the score was significantly lower than those of other segments. Less knowledgeable wine consumers, such as *the basic wine consumer*, tend to depend on recommendations from others, ranging from friends to wine experts. This is because they seek to lower the risk of making a poor purchase decision based on their limited wine knowledge (Agnoli *et al.*, 2016).

Finally, *Recommendation* was the third-most important wine product purchase criterion for *the wine traditionalist*. For the other four segments, this criterion was ranked second-most important. As *wine traditionalists* are the oldest wine consumers (46 years) and have good experience with and knowledge of the wine product, they might still consider recommendations when purchasing wine for their own consumption. However, they place slightly (yet statistically significantly) less weight on recommendations during the purchase decision than other segments. This finding coincides with the argument of Marques and Guia (2018), who maintain that the higher a consumer’s self-perceived wine knowledge is, the less important recommendations from external sources become. Therefore, knowledgeable wine consumers would consider recommendations after other product attributes (Eliis & Thompson, 2018; Madureira & Nunes, 2013).

6.3.4.4. *Heritage*

The *Heritage* wine product purchase criterion related to the production aspects of the wine, such as the producer and production techniques (Brunner & Siegrist, 2011). From the previous sections, it is evident that *the wine enthusiast* and *the wine intellectual* value many of the same wine product purchase criteria. Heritage is another criterion regarding which they do not consider significantly differently in their purchase decision. For both the segments, heritage is the third most valued factor in their purchase decision, after 'intrinsic aspects' and recommendations. The *wine enthusiast* and *the wine intellectual* also value heritage significantly more than any of the other segments. Therefore, when buying wine, they consider the cultivation and production of the wine product (Brunner & Siegrist, 2011). This also means that *the wine enthusiast* and *the wine intellectual* may consider whether the wine is produced by well-established, local South African wine producer (a New World wine producer), or if it is produced in an Old World country, such as France or Spain.

The wine traditionalist and *the bargain-hunting wine consumer* also do not differ significantly in paying attention to heritage. For both these segments, heritage is the third-most important wine product purchase criterion. However, *the traditionalist* is slightly more interested than *the bargain-hunting wine consumer* in the heritage of wine. Older wine consumers, such as *traditionalists* tend to evaluate the production aspects of wine. As a result, they generally search for wines produced by local and well-renowned producers and brands (Brunner & Siegrist; Wolf *et al.*, 2018). While *bargain-hunting wine consumers* might consider heritage when purchasing wine, they consider other wine product purchase criteria, such as the product being a bargain, more important.

Finally, *basic wine consumers* pay significantly less attention to heritage than other segments when purchasing wine for their own consumption. Based on their limited wine knowledge and low involvement, it is unlikely that they will consider heritage in their purchase decision.

6.3.4.5. *Bargain*

For *bargain-hunting wine consumers*, the most important wine product purchase criterion they pay attention to when buying wine for their own consumption is *Bargain*.

These consumers tend to first search for low-priced wine and special offers during the wine purchase decision-making process (Brunner & Siegrist, 2011). According to Contini *et al.* (2015), lowly involved wine consumers seem to pay attention to promotional activities. However, *the bargain-hunting wine consumer* identified in the present study displays a medium involvement level with the wine product.

A possible reason why *bargain-hunting wine consumers* might be so focused on finding bargains could be that these consumers are the youngest of all the market segments, with an age of 35 to 36 years. They might therefore be price-conscious and seek to spend their money wisely, which is typical behaviours for members of the Millennial cohort (Wolf *et al.*, 2018). Sharma *et al.* (2020) argue that consumers search for wine with a fair and reasonable price when purchasing wine for their own consumption. Since *bargain-hunting wine consumers* purchase wine for their own consumption frequently, they might even follow the same decision-making process in purchasing wine as they do for a regular grocery item, whereby they search for promotional offers and discounts (Sharma *et al.*, 2020). *The bargain-hunting wine consumer* considers the *Bargain* wine product purchase criterion significantly more important than all the other consumer segments.

Bargain is the second-most important wine product purchase criterion for *the wine traditionalist*. *The wine traditionalist* considers this criterion significantly less important than *the bargain-hunting wine consumer* does. However, finding bargains is significantly more important for *the wine traditionalist* than other consumer segments. Consequently, once these consumers have identified a wine type that meets their desired 'intrinsic aspects', for example, grape variety and vintage, these consumers might search for the least expensive option. Contrary to the popular belief that an expensive wine is of higher quality than a cheaper wine, *the traditionalist* seems to believe that less expensive wines can also be of good quality (Brunner & Siegrist, 2011; Panzone, 2014; Schiffman & Wisenblit, 2019). Furthermore, since these wine consumers have little desire to consume wine for self-expression (to impress others), they are not concerned about the image they portray in consuming less expensive wine.

Bargain is an important wine product purchase criterion for *the wine enthusiast* and *the wine intellectual*, and the two segments do not differ significantly in this regard. For *the wine enthusiast*, finding bargains and special offers is the least important criterion,

and it is the second-least important criterion for *the wine intellectual*. Therefore, the two segments are not price-conscious when purchasing wine for their own consumption. As mentioned, the *wine enthusiast* is more involved with the wine product than *the wine intellectual*. The slight difference in involvement may explain why a bargain is slightly less important to *the involved wine enthusiast* than *the wine intellectual*. Many researchers contend that the more knowledgeable and involved wine consumers are, the less price-sensitive they become, and they are willing to pay high prices for high-quality wine that meets their standards in terms of taste and texture (Famularo *et al.*, 2010; Montgomery & Bruwer, 2013; Robertson *et al.*, 2018).

Finally, *the basic wine consumer* does not differ significantly from *the wine enthusiast* with regard to the *Bargain* product purchase criterion. As previously mentioned, *basic wine consumers* might be price-insensitive due to their limited wine knowledge. Therefore, they might purchase more expensive wines as a risk-reduction strategy, as these are associated with high quality (Panzone, 2014; Schiffman & Wisenblit, 2019).

In conclusion, wine market segments view wine product purchase criteria significantly differently when buying wine. In the following section, the market segments are compared according to behavioural variables.

6.3.5. Secondary Objective 4: Behavioural variables

For the behavioural variables, the secondary objective was: To establish whether the different identified wine consumer segments differ significantly in terms of behavioural variables. The differences in the segments' behaviour are discussed according to the following behavioural variables: *Purchase frequency*, *Consumption frequency*, *Number of bottles purchased*, and *Price willing to pay* (for different types of wine).

6.3.5.1. Purchase frequency

Wine enthusiasts purchase wine for their own consumption the most frequently of all the segments, approximately once every two weeks to weekly. Similarly, *bargain-hunting wine consumers* and *wine intellectuals* also purchase wine nearly every two weeks. Therefore, the purchase frequency is not significantly different between *the wine enthusiast*, *the bargain-hunting wine consumer*, and *the wine intellectual*.

Whereas *the wine enthusiast* and *the wine intellectual* are wine experts, *the bargain-hunting wine consumer* is moderately knowledgeable about the wine product. Therefore, all three of these segments have good general knowledge about the wine product. Consumers who have a high level of self-perceived knowledge tend to purchase wine more often than do wine novices who have limited wine knowledge (Canziani *et al.*, 2016). This view is supported by the results of the current study, as the three most knowledgeable South African market segments were found to be the most frequent purchasers of wine.

In contrast, *the basic wine consumer* purchases wine the least often of all the segments, once a month, for their own consumption. *The wine traditionalist* purchases wine once a month to once every three months. The purchase frequencies of *the basic wine consumer* and *wine traditionalist* segments do not differ significantly. This may be attributable to their similarity in age or the life stage in which they are. Whereas *the basic wine consumer* is approximately 43 years old, *the wine traditionalist* is roughly 46 years old. Therefore, consumers in both these segments are members of Generation X, who are middle-aged (Kotler & Keller, 2016).

6.3.5.2. Consumption frequency

The consumption frequency of *the wine traditionalist*, *the wine enthusiast*, *the wine intellectual* and *the bargain-hunting wine consumer* does not differ significantly. All four of these segments seem to consume wine once or more per week, whereby *the wine traditionalist* consumes wine the most often. All of the segments enjoy consuming wine with food; therefore, they might consume wine with dinner, weekly, or consume wine over weekends. Conversely, *the basic wine consumer* consumes wine the least frequent of all the segments, perhaps once every one to two weeks. This market segment is also the least knowledgeable of the wine product, compared to other segments. Lowly knowledgeable wine consumers drink wine less often than knowledgeable wine consumers, which might explain *the basic wine consumer's* consumption frequency of wine (Canziani *et al.*, 2016).

In turn, *the basic wine consumer* has similar (not significantly different) consumption frequency to *the bargain-hunting wine consumer* and *the wine intellectual*. Although the segments consume wine at a similar frequency, *the wine enthusiast* is likely to

consume wine the most frequently of all segments. In contrast, *the basic wine consumer* is likely to consume wine the least often of all segments.

6.3.5.3. *Number of bottles purchased per month*

On the one hand, *the wine enthusiast* purchases the most bottles per month for their own consumption, about 8 (7.33) bottles. On the other hand, *the sociable, price-conscious wine consumer* and *the basic wine consumer* purchase the least number of bottles for their own consumption: both approximately 7 bottles. Similarly, *the traditionalist* and *the wine intellectual* purchase around 7 bottles of wine for their own consumption, monthly. However, the results of this study indicate that there is no significant difference in the numbers of bottles purchased per month for personal consumption between consumers of the five market segments.

Therefore, it can be argued that the general South African wine consumer in this sample purchases a case of wine (6 bottles) for their own consumption, monthly. Yet, the market segments differ in purchase frequency. Therefore, the consumers who purchase wine once a month, such as *the traditionalist* and *the basic wine consumer* may purchase a case of wine once-off, monthly. Conversely, the market segments who purchase wine every two weeks, such as *the wine enthusiast*, *the wine intellectual* and *the sociable, price-conscious wine consumer* will purchase 6 to 8 bottles over the span of a month.

6.3.5.4. *Price willing to pay for red wine*

Wine intellectuals are willing to pay the highest price for a bottle of red wine for their personal consumption (R116.84), while *the wine enthusiast* is willing to pay R114.47. Therefore, these segments do not differ significantly in this regard. As mentioned earlier, these two segments are the most knowledgeable of all the segments. It was also suggested previously that these two segments are the least price-conscious when purchasing high-quality wine. *Bargain-hunting wine consumers* are willing to spend the least money on a bottle of red wine for their own consumption, approximately R91.88. This behaviour is aligned with this segment being the most price-conscious of all the segments; they mainly pay attention to bargains when purchasing wine for their own consumption.

The results of this study indicate that the prices that *the bargain-hunting wine consumer*, *the wine traditionalist*, and *the basic wine consumer* are willing to pay for a bottle of red wine for their personal consumption do not differ significantly. *The wine traditionalist* and *the basic wine consumer* are willing to spend, respectively, R93.99 and R101.74; both are similar to that of *the bargain-hunting wine consumer* (R91.88). *The bargain-hunting wine consumer* and *the traditionalist* have the same level (medium) of involvement with the wine product; therefore, they display similar wine consumer behaviour. The similarity between *the traditionalist* and *the basic wine consumer* could be attributed to their similar life stages and to both being members of Generation X, aged approximately 46 (46.09) and 43 (42.94) respectively (Kotler & Keller, 2016).

6.3.5.5. *Price willing to pay for white wine*

Wine enthusiasts are willing to spend the most on a bottle of white wine for their own consumption, approximately R103.07, which is above the sample average of R85.19. Similarly, *the wine intellectual* is willing to spend R96.17. Therefore, there is no significant difference. As mentioned before, this behaviour can possibly be attributed to these two segments' high wine knowledge.

Further, *the bargain-hunting wine consumer*, *the wine traditionalist*, and *the basic wine consumer* are also similar with regard to what they are willing to pay for a bottle of white wine: R75.62, R75.32, and R78.48, respectively.

As mentioned, the similarity in behaviour between *the traditionalist* and *the basic wine consumer* can possibly be a result of their similarity in age, with respective ages of approximately 46 and 43. Further, as mentioned before, *the bargain-hunting wine consumer* and *the traditionalist* have a similar level (moderate) of wine knowledge and involvement, which could explain their similar behaviour in purchasing white wine. Conversely, *the basic wine consumer* has basic wine knowledge and low involvement, and is willing pay to approximately R78.78. This finding is aligned with literature that posits that lowly knowledgeable wine consumers generally search for low-priced wines (Contini *et al.*, 2015; Di Vita *et al.*, 2019; Kallas *et al.*, 2013).

6.3.5.6. *Price willing to pay for rosé*

The wine intellectual is willing to pay the most for a bottle of rosé for own consumption, R66.33. *The wine enthusiast* and *the bargain-hunting wine consumer* are willing to pay similar prices, R64.91 and R61.56, respectively. These three consumer segments are knowledgeable wine consumers who are willing to spend more money on wine than novices, such as *the basic wine consumer*.

The wine traditionalist and *the basic wine consumer* are willing to pay less than the average sample price for rosé, R46.52 and R52.33, respectively. These two segments do not differ significantly in terms of the price they are willing to pay for a bottle of rosé for their own consumption. Of all the clusters, *the basic wine consumer* is willing to spend the least on a bottle of rosé. *Basic wine consumers* are the least involved and knowledgeable of the segments, and will probably search for the lowest prices (cf. Contini *et al.*, 2015; Di Vita *et al.*, 2019; Kallas *et al.*, 2013).

6.3.5.7. *Price willing to pay for sparkling wine*

The average price that the entire sample is willing to pay for a bottle of sparkling wine for personal consumption is R112. As with red wine and rosé, *wine intellectuals* are prepared to pay the highest price for a bottle of sparkling wine for their own consumption, R132.14. *The wine enthusiast* is willing to pay R121.93. Therefore, there is no significant difference in what the two segments are willing to pay for a bottle of sparkling wine for personal usage. As mentioned before, both these segments are willing to pay a high price for quality wine, due to their high wine knowledge of the wine product. The price that *the wine traditionalist* is willing to pay for sparkling wine, R98.73, is the lowest of all the segments. Since these consumers are moderately knowledgeable, they might believe that lower-priced sparkling wines are still of acceptable quality.

The bargain-hunting wine consumer and *the basic wine consumer* are willing to pay similar prices for sparkling wine for their own consumption: R105.31 and R100.87, respectively. The reason for *the bargain-hunting wine consumer* sharing similarity with *the traditionalist's* personal sparkling wine purchase behaviour may be attributable to similar wine knowledge. Conversely, although *the basic wine consumer* is willing to pay a similar price as *the traditionalist*, the behaviour cannot be attributed to similar

wine knowledge, as *the basic wine consumer* is only fairly knowledgeable, and as previously stated, less knowledgeable wine consumers tend to search for less expensive wines (Contini *et al.*, 2015; Di Vita *et al.*, 2019; Kallas *et al.*, 2013).

To conclude, the five segments differ in their wine purchasing behaviour according to the price they are willing to pay for a bottle of wine per wine type. In the next section, the segments are defined according to their involvement, motive/lifestyle, and purchase behaviour.

6.3.6. Secondary Objective 5: Profiling the segments

The final secondary objective of this study was: To provide a profile of each distinct wine consumer based on the segmentation variables and behavioural variables investigated in the study.

Five market segments were identified and profiled in the present study: (1) *the bargain-hunting wine consumer*, (2) *the wine traditionalist*, (3) *the wine enthusiast*, (4) *the wine intellectual*, and (5) *the basic wine consumer*. The segments were profiled in detail in Chapter 5 (see Section 5.6). Table 6.3 provides a summary of each profile.

Table 6.3: Segment profiles of this study

Segment	Description
The bargain-hunting wine consumer	<p>A young adult (aged 35 to 36 years) with a medium wine product-involvement level.</p> <p>This wine consumer's motives for wine consumption include having fun, consuming wine with food, and using wine to be sociable. When purchasing wine, they mainly pay attention to bargains and promotional offers.</p>

Segment	Description
The wine traditionalist	<p>A middle-aged (46 years old) consumer with low to medium wine involvement.</p> <p>This wine consumer's main motives for wine consumption include consuming wine with food, having fun, being sociable, and consuming wine because of tradition. This consumer pays attention to intrinsic aspects, bargains, recommendations, and heritage when buying wine.</p>
The wine enthusiast	<p>A young adult (37 to 38 years) with ultra-high wine product involvement.</p> <p>This consumer has many wine consumption motives: having fun, consuming wine with food, to be sociable, for an intellectual challenge, for style, due to tradition, for recreational purposes and for health-related reasons. The consumer considers 'intrinsic aspects' of the wine, recommendations, the wine's heritage, and ratings when purchasing wine.</p>
The wine intellectual	<p>A highly involved wine consumer, entering middle age (39 years old).</p> <p>Besides consuming wine with food, to have fun, and to be sociable, this consumer appreciates the intellectual challenge of wine consumption. The consumer considers 'intrinsic aspects', ratings, and heritage when purchasing wine.</p>
The basic wine consumer	<p>A middle-aged adult (42 years old) with low wine product involvement.</p> <p>This consumer only occasionally consumes wine, to have fun or with food. When purchasing wine, the consumer tends to pay attention only to the 'intrinsic aspects' of the wine product.</p>

The clusters that were identified in this study displayed similarities and differences in terms of level of involvement, motives to consume wine, and purchase behaviour. Recommendations are made in the sections below, based on the differences in wine consumer behaviour for each of these unique segments.

6.4. MANAGERIAL RECOMMENDATIONS

The current study contributes to wine marketing literature, specifically theory on wine market segmentation in a South African context. As previously mentioned, there is a dearth of knowledge regarding South African wine market segments, with the exception of a study conducted by Bruwer *et al.* in 2017. The results of the current study could therefore assist South African wine marketers in better targeting South African wine consumers, by focusing on specific market segments in the wine market.

The first part of the purpose of this study was to explore the involvement, the lifestyle-related motive, and the purchase behaviour of South African wine consumers. The main findings are discussed next.

The study found that, overall the wine consumers in this study's sample have a strong interest in wine-related events, irrespective of their level of wine knowledge. Therefore, wine events, such as a wine tastings, winery visits or wine tours, can be an effective physical place to target the South African wine consumer with a broad wine marketing strategy. Another type of wine-related event through which marketers could target South African wine consumers is wine festivals or events across the country, for example, the Pick n Pay Wine and Food Festival in Cape Town, Western Cape; Wine on Water in St Francis Bay, Eastern Cape; the Mpumalanga Wine Show in Nelspruit, Mpumalanga; the Tops at Spar Wine Show in Durban, KwaZulu-Natal, and the Fijnwyn Festival in Pretoria, Gauteng (Top Wine SA, 2021).

Overall, respondents indicated two lifestyle motives to consume wine: fun and food. When consumers drink wine for fun, it means drink wine to celebrate something, to feel good, or because they enjoy the experience of consuming wine (Brunner & Siegrist, 2011). Therefore, South African wineries should continue being innovative and incorporate fun in activities to attract South African wine consumers. For example, the Franschhoek Wine Tram provides consumers with a fun wine experience, whereby

they can visit different wine farms in Franschhoek through a curated tour on a tram (Franschhoek Wine Tram, 2021). Another example, is the Vineyard Segway Tour of Spier Wine Farm in Stellenbosch, where consumers travel through Spier's vineyards on a Segway (Spier, 2021). In this way, wine marketers could create fun and memorable experiences to set the wine brand apart from its competitors.

With regard to food, consuming wine with food seems to be a popular practice amongst respondents. To target South African wine consumers broadly, a wine marketer could educate consumers on wine pairing. Wine producers could, on the back label of the wine bottle, provide information about the production method of the wine, the history of the winery, and suggestions for pairing it with food (Anchor & Lacinová, 2015; Lockshin & Corsi, 2012; Tang *et al.*, 2015). Wineries could offer consumers unique food-with-wine experiences, such the pairing of wine and chocolate. Wineries could also attract consumers by establishing restaurants on the wine farm or offering customers picnics during which they enjoy with the wineries' wines.

Last, in terms of purchase behaviour, one of the most important wine product purchase criteria that the respondents pay attention to is 'intrinsic aspects' (intrinsic and extrinsic product attributes), regardless of consumers' differences in wine involvement and knowledge. As previously stated, the wine label provides the consumer with all the information relating to the intrinsic aspects of wine: the grape variety, the vintage year, the brand or producer, and the alcohol volume (SAWIS, 2019b). A knowledgeable wine consumer will probably pay attention to the grape variety of the label, whereas a basic, less knowledgeable wine consumer will search for a well-known brand (Bruwer & Buller, 2012; Kallas *et al.*, 2013; Madureira & Nunes, 2013). Therefore, it is imperative that South African wine producers to ensure that their wine labels clearly provide information about the product and stand out in the crowded shelf.

The above discussion provided a broad insight into wine consumers' behaviour. However, the ultimate aim of this study was to segment the South African wine market. It has been argued that mass-marketing is generally ineffective in reaching the consumers of a wine market. The reason for this is that different wine consumers have different perceptions and preferences relating to the wine product (Anchor & Lacinová, 2015; Wolf *et al.*, 2018). Therefore, more targeted strategies are needed to reach different types of wine consumers. If a wine marketer wishes to effectively target a

specific wine market segment, it is suggested that they create a niche, specialised marketing strategy based on a specific segment's interests and needs (Schiffman & Kanuk, 2014). This study identified five South African wine market segments. In the following section, managerial recommendations are made for each of the identified market segments, starting with *the bargain-hunting wine consumer*.

6.4.1. Managerial recommendations: *The bargain-hunting wine consumer*

The bargain-hunting wine consumer typically consumes wine to be sociable. This consumer enjoys drinking wine with friends, and likes to participate in wine-related events, such as a wine tasting or tour. This consumer also consumes wine to be stylish and sophisticated, and perhaps to impress other, knowledgeable wine consumers. Being part of the Millennial cohort, who is strongly engaged with technology, *the bargain-hunting wine consumer* is likely to be highly active on social media (Solomon, 2018; Szolnoki, Thach & Kolb, 2016). Social media enables consumers and companies to communicate with ease (Szolnoki *et al.*, 2016). Therefore, consumers in this segment have an online presence, and often post information about themselves and their experiences. Therefore, wine consumers with an online presence will use their social media platforms to share wine experiences and seek wine-related advice on social media (Szolnoki *et al.*, 2016).

Since *bargain-hunting wine consumers* are quite social and fairly young, they might use their social media profiles to share details of their visits to wine farms and post photographs of them consuming wine with their friends. Wolf *et al.* (2018) suggest that younger Millennial wine consumers, like *the bargain-hunting wine consumer*, are likely to be drawn to wine brands with an online social media presence. Wine marketers can thus target consumers in this segment through social media.

For a wine marketer to effectively communicate with consumers on social media, three aspects should be considered: (1) communicating events and visits, (2) holding promotions and sales, and (3) building relationships with consumers (Szolnoki *et al.*, 2016). If a wine brand's social media posts reach *bargain-hunting wine consumers*, they will likely share it with their online followers, equating to electronic word-of-mouth recommendations.

Bargain-hunting wine consumers may also use social media as a source of information (Szolnoki *et al.*, 2016). They are likely to utilise social media platforms to find information before making a purchase decision, and are often influenced by word-of-mouth recommendations (Szolnoki *et al.*, 2016). Therefore, wine brands should maintain a prominent presence on social media to engage directly with consumers. Moreover, wine brands should make their product available for online purchasing online on social media platforms, such as Instagram or Facebook.

Since *the bargain-hunting wine consumer* can be influenced by others on social media, a wine marketer can target this consumer through social media influencer marketing. Wine marketers can also increase electronic word-of-mouth by inviting social media influencers with a large following to a wine-related event (Szolnoki *et al.*, 2016). These influencers could share memorable events on their social media platforms, thereby increasing awareness of the wine brand and attracting potential new customers (Szolnoki *et al.*, 2016). A wine farm could provide consumers an opportunity to post photographs of their experiences on the farm's social media platform. The wine farm could create a designated area for tourists to take photos, and should ensure that the farm is aesthetically appealing and 'Instagrammable', that is, worthy of posts on social media platforms, such as Instagram. Wine marketers could also set up designated photo areas for a limited time in stores that sell their wine brand. Customers could then be motivated to post these photos on social media, thereby increasing the wine brand's exposure. When individuals post about their wine experiences on social media, it leads to electronic word-of-mouth, which in turn, can attract new consumers (Szolnoki *et al.*, 2016).

Bargain-hunting wine consumers pay a lot of attention to bargains and special offers when purchasing wine for their own consumption. Therefore, wine marketers can provide these consumers with coupons, limited discounts, or 'promocodes' (promotional discount codes) on social media (Szolnoki *et al.*, 2016). Wine marketers can also create in-store promotions for *bargain-hunting wine consumers* that incorporate social media into a promotion, for example, rewarding the first 100 consumers who purchase their wine at a designated wine store and post it on social media with a discount on their purchase. In addition, wineries can create competitions on social media that require of consumers to share details of the winery on social media.

When targeting *the bargain-hunting wine consumer*, wineries should focus on their entry-level, affordable wines. *Bargain-hunting wine consumers* can also be targeted through promotional offers, such as a discount when the consumer purchases a specific number of wine products; for example, “Buy two bottles of wine and get 20% off.” Since these consumers might be motivated to consume wine for self-expression, style, and sociability, they are possibly aware of the image that they portray among their peers. Therefore, they might care more about how the wine product looks than what it costs. Wine marketers could target these consumers through innovative and stylish wine packaging, instead of focusing only on wine quality, by for example, using gold and black colours on the wine label to make the packaging look exclusive and elegant.

Managerial recommendations regarding *the wine traditionalist* are made in the next section.

6.4.2. Managerial recommendations: *The wine traditionalist*

The wine traditionalist is the oldest market segment of the five identified market segments, with an age of approximately 46. Further, *wine traditionalists* have moderate wine knowledge that they possibly gained throughout their life; however, they do not often participate in wine tastings and tours. They have a medium level of involvement with the wine product. *Wine traditionalists* most likely consume wine because it is a family tradition or part of their cultural background (Brunner & Siegrist, 2011). In addition, this wine consumer is one of the segments with the least interest in trying new and different wines for an intellectual challenge. Yet, *the traditionalist* consumes wine the most frequently of all the identified segments. This behaviour suggests that these consumers are likely loyal to a specific brand, since they do not like trying new and different types of wines. Therefore, it is important that the marketer of a wine brand build the long-term loyalty of *the wine traditionalist*.

Kotler and Keller (2016) suggest that loyalty can be built through directly interacting with consumers, for example, getting direct feedback from a consumer. A wine brand can send *the wine traditionalist* a weekly or monthly newsletter that provides the consumer with information regarding the launch of new products, special offers, and important wine-related news. Wine marketers can reward *the wine traditionalist* for

their loyalty through a loyalty programme. Through this loyalty programme, a wine marketer can provide *the wine traditionalist* with special discounts and offers, in order to retain their loyalty to the brand (Kotler & Keller, 2016).

The loyalty programme can include different tiers, named according to different varieties of wine. Since *the wine traditionalist* also pays attention to bargains and special offers when purchasing wine, the consumer might be likely to continue purchasing a wine brand that offers special prices. *Wine traditionalist* could earn points every time they purchase the company's wine brand, which promotes them in reaching the top tier of the loyalty programme. Once the consumer reaches the top tier, they can receive exclusive offers, promotions and invitations to wine events that the general wine consumer does not have access to.

Another wine consumer segment that wine marketers may wish to target is *the wine enthusiast*. Managerial recommendations for this segment are offered in the following section.

6.4.3. Managerial recommendations: *The wine enthusiast*

The wine enthusiast was found to be the most knowledgeable and involved of all the identified wine consumer segments in this study. Being highly knowledgeable, *wine enthusiasts* frequently read about wine. Therefore, like *the wine intellectual*, they can be targeted through wine-related books and magazines. *The wine enthusiast* is a regular attendee of wine-related events. *Wine enthusiasts* are ultra-highly involved wine consumers and, therefore, this consumer is likely to visit wine festivals that incorporate all their wine consumption motives, from having fun to being intellectually challenged. Therefore, wine festivals and events are ideal for promoting wine to *wine enthusiasts*.

Wine enthusiasts might also be members of wine clubs, due to their ultra-high involvement with the wine product. Therefore, a wine marketer should do research regarding wine clubs that they would like to target in a designated area. For example, CellarClub in Cape Town is a wine club where members pay a membership fee. The members of this club receive curated wine orders with new and different wines in line with their wine preferences. The membership includes 'Masterclasses' (a wine-related

event) that are held weekly, which offer members an opportunity to learn more about wine (CellarClub, 2022). Therefore, wine marketers should reach *wine enthusiasts* and promote their wines to these consumers through such clubs. *The wine enthusiast* is the least price conscious of all the segments identified in this study; therefore, wineries should focus on targeting these consumers with their exclusive, premium wines at wine clubs.

The wine enthusiast has many wine consumption motives: to have fun, to complement food with wine, to be sociable, to be intellectually challenged, and to be stylish. Since these consumers have many consumption motives, they might consider different types of wines for different occasions. *Wine enthusiasts* also tend to try new and different wines. Wine marketers could assist *wine enthusiasts* in selecting wine for an occasion. For example, wine brands can have online 'virtual assistants' for wine consumers. The wine brand can provide the wine consumer with a quiz on their website. The quiz can comprise questions such as "What occasion is this wine intended for?", and then provide the consumer with the following options to select: "A celebration", "A dinner with friends", "To relax after a busy day", and "To try something new". The wine brand can then have a set of predetermined wine options for each occasion. Wine marketers can also target *the wine intellectual* consumer segment if they want to promote their product to a knowledgeable wine consumer.

Managerial recommendations for wine marketers with regard to *the wine intellectual* are provided next.

6.4.4. Managerial recommendations: *The wine intellectual*

The wine intellectual is highly knowledgeable, involved with the wine product, and has a strong interest in learning about wine. As a result, consumers in this segment often read books, articles, and reviews about wine. Wine marketers can, therefore, target *wine intellectuals* through wine-related books or magazines. For example, a wine marketer could advertise the wine brand through the South African wine magazine *Wineland* or seek to be featured in wine-related articles in the media.

To provide *wine intellectuals* with the information they seek, wine brands should ensure that their websites provide detailed information regarding their brand and

wines, for example, the winery's history, the grape variety, vintage, origin, and production process.

Specifically, a wine brand can reach *wine intellectuals* through QR (quick response) codes. For example, wine brands can place QR codes on the label of the wine product packaging that *wine intellectuals* can immediately scan with their smartphones. This QR code can be placed on wine brand's premium range of wine, as it is likely that *wine intellectuals*, who are highly involved wine consumers, will purchase a brand's premium wines. The marketer should include a QR code on the bottle. When *wine intellectuals* scan this code, it should lead them directly to the wine brand's website, where the page or video that the code opens provides the consumer with more information regarding the wine. The aromas and flavours that the consumer can expect when consumption of the wine, as well as other aspects, such the wine production process or origin, could also be explained to the consumer.

Wine intellectuals enjoy participating in wine-related events, such as visiting wineries. As they are knowledgeable about wine and interested in wine-related events, wine marketers could host wine-related 'quiz nights' for *wine intellectuals* on a regular basis at a designated venue (or rotating venues). *Wine intellectuals* could be divided into groups to compete against each other in answering wine-related questions. The winning team can receive a wine hamper from the wine brand hosting the event.

The wine intellectual appreciates the intellectual benefits of consuming different varieties and styles of wine (cf. Anchor & Lacinová, 2015; Brunner & Siegrist, 2011; Olsen *et al.*, 2015; Thach, 2012). Therefore, they seek variety in their wine consumption. *Wine intellectuals* find combining wine with food intellectually stimulating, as they understand how different wines and foods complement each other (cf. Koone *et al.*, 2014; Millon, 2013; Thach, 2012). When visiting wine farms, *the wine intellectual* will be interested in wine and food pairings, as this consumer enjoys consuming wine with food. Therefore, one way of attracting this consumer is by providing unique tastings. Since this consumer enjoys learning about wine, wine farms should provide these consumers with exclusive, informative wine tours. For example, a wine brand can share the history of their wine farm with the *wine intellectuals* as they tour the wine farm. In addition, they can add 'stops' to the tour, where the consumer could sit down and enjoy a wine-pairing experience. For instance, at the first stop of the tour, the consumer can enjoy a pairing of white wine with cheese, a pairing of red

wine and chocolate at the next stop, and a pairing of sparkling wine with macarons at the next.

A wine brand can also provide a virtual tours and host online tastings of pre-delivered wines to reach *wine intellectuals* across the country. Further, *wine intellectuals* are not very price-sensitive; therefore, they might be attracted to exclusive food and wine experiences at a restaurant on wine farm.

When buying wine, *the wine intellectual* is interested in the heritage of the wine product, and will consider how and where the wine is produced (Brunner & Siegrist, 2011). Therefore, a wine brand should describe the production process and region on the back label of the wine if they seek to target *the wine intellectual*. Similar to *the wine enthusiast*, *the wine intellectual* is willing to pay ultra-premium prices for wine. Therefore, wine marketers can target *wine intellects* with their premium and exclusive wine ranges.

Finally, like *wine enthusiasts*, *wine intellectuals* might be members of wine clubs, as they are highly knowledgeable wine consumers (Canziani *et al.*, 2016). A wine marketer aiming to target *wine intellectuals* should seek out wine clubs and promote their wines to these clubs, through, for example, wine tastings. Wine marketers could also promote their wine brand to these consumers by establishing an exclusive wine club and promoting the benefits of the club, such as access to limited wine vintages.

The South African wine market also comprises less knowledgeable wine consumers, such as *the basic wine consumer*. Managerial recommendations for targeting *the basic wine consumer* are provided in the next section.

6.4.5. Managerial recommendations: *The basic wine consumer*

The basic wine consumer is the least knowledgeable and involved wine segment among all the identified segments. Therefore, these consumers will probably not plan their purchase decision ahead of time, or read wine reviews or ratings. This consumer will probably make a decision in-store or online, based on basic intrinsic aspects visible on the wine label, before consulting alternative information sources such as salespeople (Procidano *et al.*, 2021; Sherman & Tuten, 2011). Therefore, wine marketers have limited opportunities to target *the basic wine consumer*.

As mentioned, this consumer trusts well-established and well-known wine brands (Famularo *et al.*, 2010; Kallas *et al.*, 2013; Madureira & Nunes, 2013; Nallaperuma *et al.*, 2017; Sharma *et al.*, 2020). Wine marketers could attract this consumer by communicating the brand's personality and story in-store or online. To create a brand personality, a wine marketer should assign human characteristics to a brand that will appeal to the target audience, in this case, *the basic wine consumer* (Kotler & Armstrong, 2018). For example, the following traits can be attributed to a brand: sincerity, excitement, competence, sophistication, or ruggedness (Kotler & Armstrong, 2018). Since the most important wine consumption motive for *the basic wine consumer* is to have fun, a wine brand can incorporate excitement into its brand's personality by creating a trendy and daring wine brand. Brand storytelling involves creating an extensive, emotive narrative that connects the consumers to the brand (Solomon, 2018). An example is sharing the history and defining moments of the creation of the wine brand and its wines.

In this regard, a wine brand can play an in-store video that reveals the brand identity. Since *basic wine consumers* are primarily motivated to consume wine to have fun or to complement food, wine marketers should ensure that these aspects are incorporated in the brand personality if they wish to target this consumer segment. Therefore, wine brands should consider creation a brand personality of excitement, since *basic wine consumers* view wine as a fun, celebratory drink. Wine marketers could project images of consumers having fun while consuming their brand's wine, for example, images that contain individuals consuming wine at a dress-up party or sharing a glass of wine with friends while watching the sunset.

In closing, marketers can, through an understanding of wine consumers' differences in involvement, motives for consumption, and purchase behaviour, target consumers more effectively. The current study provides marketers with profiles with which to target South African wine consumers.

While this study makes a number of useful contributions, it is not without limitations. These are discussed in the next section, together with avenues for future research.

6.5. LIMITATIONS OF THE STUDY

First, with regard to the sample of this study, the 400 sampling units used in the quantitative phase of this study were not fully representative of the South African population. Most respondents were from the Western Cape ($n = 185$), Gauteng ($n = 135$), and KwaZulu-Natal ($n = 39$). Although respondents from the other provinces, Eastern Cape ($n = 17$), North West ($n = 8$), Free State ($n = 5$), Mpumalanga ($n = 5$), Northern Cape ($n = 4$), and Limpopo ($n = 2$) also participated in the study, the provinces were not adequately represented.

Further, all the respondents had a fair to expert level of wine knowledge. Therefore, the results of this study could be biased in favour of those who are knowledgeable about the wine product. Consequently, the results of this study should be used to target wine consumers, and not those who have had no exposure to the wine product. Additionally, the dominant age groups of the sample were: 25–34 years (33%) and 35–44 years' (31%), which explains why most of the respondents were knowledgeable wine consumers.

Finally, the survey of this study was Internet-based and self-administered. Therefore, the questionnaire did not reach consumers who do not have access to the Internet or who are not computer literate.

In terms of the research instrument of this study, the reliability of the items that measured, in particular, the following sub-variables was not very good: *Fun* ($\alpha = 0.58$), *Intellectual challenge* ($\alpha = 0.53$), *Rating* ($\alpha = 0.59$), *Heritage* ($\alpha = 0.45$), and *Bargain* ($\alpha = 0.54$). The items of these variables should be evaluated or adapted, or new items should be added for future cross-cultural research.

This study opens up opportunities for future studies in this domain, which are outlined in the following section.

6.6. RECOMMENDATIONS FOR FUTURE RESEARCH

The current study was a semi-replication of a Swiss wine market segmentation study conducted by Brunner and Siegrist (2011). Although the current study differed slightly from the original, the main segmentation variables were also applied in this study.

Further research could be conducted in other countries, to compare market segments of different wine-consuming countries and determine if and how wine consumer behaviours differ cross-culturally. It is recommended that the research instrument be adapted to be culture-specific, as the current study's instrument had also been slightly adapted to the South African context.

The results of this study revealed that South African wine consumers greatly enjoy participation in wine-related events, such as wine tastings or tours, regardless of their level of wine knowledge. Further research could be conducted to investigate the motives for attending wine-related events of consumers with different levels of wine knowledge.

Last, wine can be packaged in different forms, such as the traditional bottle, or in alternative packaging, such as a box or can. Most of the respondents in the current study indicated that they prefer bottled wine, and a smaller portion indicated that prefer boxed wine. A small number ($n = 2$) prefer canned wine. The main reason why consumers drink bottled wine is based on taste and quality — respondents perceive a bottle as a better way to preserve the quality of a wine. Although investigating wine consumers' packaging preferences was not the main purpose of this study, the study yielded interesting results relating to why consumers prefer specific packaging. Therefore, future research could focus on wine packaging, to determine ways of changing consumers' perceptions regarding alternative packaging preserving the taste and quality of wine.

Respondents were also tested in terms of consumption of de-alcoholised wine, and the majority of the survey sample indicated having little interest in de-alcoholised wine. In contrast, literature suggests that South African wine consumers are becoming receptive to de-alcoholised wine for various reasons, ranging from being a designated driver to being health-conscious (Distell, 2020). However, de-alcoholised wine consumption was not the main focus of this study. Therefore, future research could examine ways to make de-alcoholised wine more desirable. Such research could include a focus on a relationship between health as a motive for wine consumption and de-alcoholised wine.

Finally, this South African wine market segmentation study was based on three segmentation variables, namely *Involvement*, *Motive/Lifestyle*, and *Purchase*

behaviour. Future research could employ other segmentation variables, to contribute the body of knowledge of South African wine market segments.

In the final section of this chapter, the research objectives of this study are reconciled.

6.7. RECONCILIATION OF RESEARCH OBJECTIVES

The objectives of the current study were used as a framework to segment the South African wine market according to consumers' involvement, motive/lifestyle, and purchase behaviour. Five market segments were identified, and the profiles were compared according to *Involvement* sub-variables, *Motive/Lifestyle* sub-variables, *Purchase behaviour* sub-variables, as well as behavioural variables. As shown in Table 6.3, the results of the study indicated that the five segments differ significantly for all the investigated *Involvement*, *Motive/Lifestyle* and *Purchase behaviour* sub-variables and additional behavioural variables, with the exception of one behavioural variable: *Number of bottles purchased per month*.

Table 6.4: Results of the hypotheses

Hypothesis (H ₀)	Significant	Accept or reject H ₀
H ₀₁ : There is no significant difference between the identified wine consumer segments in terms of wine knowledge.	Yes	Reject
H ₀₂ : There is no significant difference between the identified wine consumer segments in terms of interest in wine-related events.	Yes	Reject

Hypothesis (H ₀)	Significant	Accept or reject H ₀
H ₀₃ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for self-expression.	Yes	Reject
H ₀₄ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for recreation.	Yes	Reject
H ₀₅ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for sociability.	Yes	Reject
H ₀₆ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for health-related reasons.	Yes	Reject
H ₀₇ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for style-related reasons.	Yes	Reject
H ₀₈ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine with food.	Yes	Reject

Hypothesis (H ₀)	Significant	Accept or reject H ₀
H ₀₉ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine as a tradition.	Yes	Reject
H ₁₀ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for fun.	Yes	Reject
H ₁₁ : There is no significant difference between the identified wine consumer segments in terms of motive to consume wine for an intellectual challenge.	Yes	Reject
H ₁₂ : There is no significant difference between the identified wine consumer segments in terms of paying attention to intrinsic aspects when buying wine.	Yes	Reject
H ₁₃ : There is no significant difference between the identified wine consumer segments in terms of paying attention to rating when buying wine.	Yes	Reject
H ₁₄ : There is no significant difference between the identified wine consumer segments in terms of paying attention to recommendations when buying wine.	Yes	Reject

Hypothesis (H₀)	Significant	Accept or reject H₀
H ₁₅ : There is no significant difference between the identified wine consumer segments in terms of paying attention to heritage when buying wine.	Yes	Reject
H ₁₆ : There is no significant difference between the identified wine consumer segments in terms of paying attention to bargains when buying wine.	Yes	Reject
H ₁₇ : There is no significant difference between the identified wine consumer segments in terms of wine purchase frequency.	Yes	Reject
H ₁₈ : There is no significant difference between the identified wine consumer segments in terms of wine consumption frequency.	Yes	Reject
H ₁₉ : There is no significant difference between the identified wine consumer segments in terms of the number of bottles purchased per month.	No	Do not reject
H ₂₀ : There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for red wine.	Yes	Reject

Hypothesis (H ₀)	Significant	Accept or reject H ₀
H ₂₁ : There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for white wine.	Yes	Reject
H ₂₂ : There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for rosé.	Yes	Reject
H ₂₃ : There is no significant difference between the identified wine consumer segments in the price that consumers are willing to pay for sparkling wine.	Yes	Reject

6.8. CONCLUSION

The main purpose of this study was to explore the South African wine market in terms of consumers' involvement with the wine product, the motives or lifestyle that influence their wine consumption, and what consumers pay attention to when purchasing wine for their own consumption. The outcome was segmentation of the South African wine market according to involvement, motive/lifestyle, and purchase behaviour. The objectives of the study were achieved, as the results provide insight into South African wine consumers' behaviour. The respondents in this sample are motivated by fun and food to consume wine. When purchasing wine for their own consumption, they pay attention to 'intrinsic aspects' (intrinsic and extrinsic aspects), including grape variety and price.

Additionally, the study also highlights the differences between five distinct South African wine market segments identified and profiled in this study: *the bargain-hunting*

wine consumer, the wine traditionalist, the wine enthusiast, the wine intellectual; and the basic wine consumer. These segments differ significantly in terms of their involvement, motives for wine consumption, and the wine product purchase criteria they value in their purchase decision when buying wine for their own consumption.

Charters and Gallo (2014:145) argue that “extensive and actionable knowledge about the wine consumer and their consumption behaviour is an essential weapon in the marketing arsenal of the successful wine producing business.” The results of the current study at hand could, therefore, assist wine marketers in broadly targeting wine consumers or creating niche marketing strategies for specific, desirable market segments. Therefore, wine marketers may be able to use their scarce resources more effectively to increase sales.

As a wine marketer, one should adapt marketing strategies according to the needs of the consumers, and not create strategies without a particular consumer or market segment in mind. In the words of Seth Godin: “Don’t find customers for your products, find products for your customers.”

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APPENDIX A: FOCUS GROUP DISCUSSION GUIDE

Focus group purpose: The main purpose of the focus group is to gain insight from a South African perspective into wine-related terms and concepts that appear in the proposed questionnaire of the current study. Therefore, the researcher will use a focus group to ensure that the proposed questionnaire – semi-replicated from a Swiss study – is also relatable and comprehensible to South African wine consumers.

The following outlines the envisioned flow of the focus group:

- The moderator (in this case, the researcher) introduces herself to the participants of the focus group and informs the participants of the purpose of the focus group. The rules of the focus group will also be communicated. Each member will have to give their consent to partake in the focus group by signing a consent form.
- The group will comprise between six and ten South African wine consumers.
- Each member will be given the proposed questionnaire of the current study to complete, without the interference of the researcher or other participants.
- The participants will be asked to make notes if anything is not understandable or if they have any suggestions regarding the questionnaire.
- Once each participant has completed the questionnaire, the researcher will discuss the questionnaire with the participants and ask if any questions or terms were unclear or incomprehensible.
- Thereafter, the moderator will make notes of any problem areas identified by the group and request the participants to suggest alternatives that are more comprehensible to them.
- Consequently, the information and suggestions gathered during the focus group will be used to adapt the questionnaire of the current study if necessary.
- Therefore, the questionnaire will be adapted to a South African context if suggestions for changes are identified in the focus group. To conclude, the adapted questionnaire should be clearer and more understandable to potential respondents; that is, South African wine consumers.

APPENDIX B: FOCUS GROUP REPORT

On 22 April 2021 at 14:00 a focus group was held at Oude Werf Hotel, Stellenbosch. Six participants along with the researcher, who took the role as focus group moderator, were present. The main purpose of the focus group was to gain insights from a South African perspective into wine-related terms and concepts that appeared in the proposed questionnaire of the current study. Therefore, the researcher used a focus group to ensure that the proposed questionnaire – semi-replicated from a Swiss study – is also relatable and comprehensible to South African wine consumers.

Participants were welcomed as they arrived. Each participant had to complete a COVID-19 screening and sign a consent form upon their arrival. The participants also had to provide their e-mail addresses to receive a Takealot voucher as incentive for their participation

Once all participants arrived, the researcher welcomed them altogether. Then, the researcher introduced herself and informed the participants what the purpose of the focus group was. Respondents were also assured that their responses will be analysed anonymously. The researcher also explained the process/flow of the focus group. Participants were informed that they each had to complete the questionnaire and highlight and make notes if something was unclear or if they have suggestions.

Next, the participants were briefed on the rules of the focus group. The use of mobile phones during the session was prohibited. The questionnaire had to be completed without interference from the researcher (moderator) or other participants. Participants were requested to hand in their questionnaires after the focus group.

After the briefing, participants completed the questionnaire and made notes. The duration was approximately 20 minutes. Once all the participants completed the questionnaire, a group discussion took place. The moderator and respondents discussed the questionnaire page by page. The following suggestions were highlighted in the focus group:

- Instead of respondents writing out their age, they should be given an option to select an age bracket.

- The statement “Which province do you currently live in?” should be made clearer and can influence answers. For example, a respondent could be staying in a province for two weeks; therefore, a timeline like ‘for the past so many years’ should be provided.
- It should be indicated that the questions should be answered in the light of purchasing wine for own consumption, as wine consumer behaviour may fluctuate depending the purchase occasion. For example, purchasing wine for own consumption versus purchasing wine as a gift may elicit different purchase decisions. Therefore, ‘for your own consumption’ should be added to behavioural questions to prevent confusion.
- Respondents should be allowed to rank where they purchase wine or select more than one option from the most to least as consumers probably do not purchase wine at one place.
- Respondents should be able to rank the wine they prefer from most to least.
- In the ‘motive/lifestyle’ section of the questionnaire, the following items were unclear; subsequently, suggestions were made:
 - ‘I drink wine because it means quitting time for me’. The term ‘quitting time’ raised concern among respondents. It is stated negatively. It can be seen as drinking wine in terms of giving up on life or drinking wine at the end of a workday. The group reached consensus that the statement should be rephrased in a more positive light.
 - ‘I drink wine because it is a natural drink’ also confused the participants.
 - ‘I drink wine because it has something superior’ is a vague statement. Change it to something like ‘superior to other beverages’.
 - ‘I drink wine for ritual’ – include an example.
 - ‘I drink wine because it is a natural drink’ – ‘natural’ is ambiguous. Change it to something like ‘made from natural produce’.
- In the ‘purchase behaviour’ section of the questionnaire, the following items were unclear; subsequently, suggestions were made:
 - ‘When buying wine, I pay attention to provenance’ – ‘provenance’ should be changed to ‘region of origin’, a word which is used in local South African studies.

- 'When buying wine, I prefer wine from Europe to wine from the New World'. There was concern about respondents would not know what New World wine is. Change it to Old World and New World and give examples of countries.
- 'When buying wine, I pay attention to the best possible price-performance ratio'. Should be made clearer, rather 'quality' than 'performance'. Change it to 'price-quality'.

Further, participants were satisfied with the questionnaire.

Participants were thanked for participation, input and time. Coffee was served after.

APPENDIX C: ORIGINAL AND ADAPTED QUESTIONNAIRE ITEMS

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
<i>Involvement</i>	<i>Knowledge</i>	I regularly read books/articles about wine.	I regularly read books/articles about wine.
		I read wine reviews and study wine ratings.	I read wine reviews and study wine ratings.
		I would say that I know my stuff about wine.	I would say that I know my stuff about wine.
		My friends ask my advice regarding wine.	My friends ask my advice regarding wine.
		I usually choose the wine at the restaurant.	I usually choose the wine at the restaurant.
		I have good general knowledge about wine.	I have good general knowledge about wine.
		Wine is my hobby, so to speak.	Wine is my hobby, so to speak.
		I like to learn more about wine.	I like to learn more about wine.
		I have a strong interest in wine.	I have a strong interest in wine.
	<i>Events</i>	Every now and then I visit a wine seminar.	*I like to visit wine seminars.
		Every now and then I participate at a wine tasting.	*I like to participate in wine tastings.

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
<i>Involvement</i> (continued)	<i>Events</i> (continued)	I have already visited several wineries.	I have already visited several wineries.
		I am very interested in organised wine tours.	I am very interested in organised wine tours.
<i>Motive/Lifestyle</i>	<i>Self-expression</i>	I drink wine...	I drink wine...
		Because I want to be socially accepted.	Because I want to be socially accepted.
		To be distinctive.	To be distinctive.
		For self-fulfilment.	For self-fulfilment.
		To establish status.	To establish status.
		To be respected.	To be respected.
		To show that I have gotten somewhere.	To show that I have gotten somewhere.
		Because drinking wine testifies to a mature personality.	Because drinking wine testifies to a mature personality.
	Because one can impress other people with knowledge about wine	Because one can impress other people with knowledge about wine	
	<i>Recreation</i>	When I feel depressed.	When I feel depressed.
		When I feel lonely.	When I feel lonely.
To relax after a busy workday.		To relax after a busy workday.	

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
Motive/Lifestyle (continued)	<i>Recreation (continued)</i>	Because it means quitting time for me	*Because it signals the end of a workday.
		Because it helps to create a relaxing environment.	Because it helps to create a relaxing environment.
		To help me sleep.	To help me sleep.
	<i>Sociability</i>	To be sociable.	To be sociable.
		Because it aids socialising.	Because it aids socialising.
		Because it creates a nice atmosphere.	Because it creates a nice atmosphere.
		When I want to share something special.	When I want to share something special.
		To create memories.	To create memories.
		To evoke memories.	To evoke memories.
		Because it connects generations.	Because it connects generations.
	<i>Health</i>	Because I consider wine healthy.	Because I consider wine healthy.
		For health-related aspects.	For health-related aspects.
		Because it aids digestion.	Because it aids digestion.
		Because it is a natural drink	*Because it is made from natural ingredients (e.g., grapes)

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
Motive/Lifestyle (continued)	<i>Health</i> (continued)	To satisfy a thirst.	To satisfy a thirst.
		Because it is a light drink.	Because it is a light drink.
	<i>Style</i>	Because it is aesthetic.	*Because it is aesthetically pleasing
		To be stylish.	To be stylish.
		Because it is sensual.	Because it is sensual.
		Because it marks a sophisticated person.	Because it marks a sophisticated person.
		Because it has something superior	*Because I regard it as superior to other beverages
	<i>Food</i>	To enhance the taste of food.	To enhance the taste of food.
		Because a glass of wine belongs to a nice meal.	Because a glass of wine belongs to a nice meal.
		Because it creates a special dining ambience.	Because it creates a special dining ambience.
	<i>Tradition</i>	For ritual	*Drinking wine is a ritual to me (e.g., every night after work)
		Because it is a tradition in my family	Because it is a tradition in my family
		Because of my cultural background.	Because of my cultural background.

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
Motive/Lifestyle (continued)	<i>Fun</i>	To have fun.	To have fun.
		To celebrate something.	To celebrate something.
		To feel good	To feel good
		Because wine is an enjoyable and pleasurable part of my life.	Because wine is an enjoyable and pleasurable part of my life.
	<i>Intellectual challenge</i>	To try something new.	To try something new.
		For an intellectual challenge.	For an intellectual challenge.
Purchase behaviour	<i>Intrinsic aspects</i>	When buying wine, I pay attention to... (When buying wine...)**	When buying wine, I pay attention to... (When buying wine...)**
		All the information on the label	All the information on the label
		Vintage	*The vintage year (e.g., 2020)
		Provenance	*The origin of the wine (e.g., South Africa or Stellenbosch)
		Grape variety	*The grape variety (e.g., Sauvignon blanc or Merlot)
		Alcohol level	*The alcohol level
		Producer/brand	*The producer/brand

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
Purchase behaviour (continued)	<i>Intrinsic aspects (continued)</i>	The best possible price-performance ratio	*The price
	<i>Rating</i>	Reviews and ratings	Reviews and ratings
		Awards	Awards
		Advertising	Advertising
		A high price class because it assures quality	A high price class because it assures quality
		Recommendations of friends and acquaintances	Recommendations of friends and acquaintances
	<i>Recommendation</i>	Recommendations of the salesperson	Recommendations of the salesperson
		The design of the bottle and the label	The design of the bottle and the label
		The occasion for which the wine is intended	The occasion for which the wine is intended
		**I am open to new technologies in wine cultivation and processing, e.g. adding oak shavings instead of using oak barrels	**I am open to new technologies in wine cultivation and processing, e.g. adding oak shavings instead of using oak barrels

VARIABLE	SUB-VARIABLE	ORIGINAL ITEM	USED/ADAPTED ITEM*
<i>Purchase behaviour</i> (continued)	<i>Heritage</i>	Organic cultivation	Organic cultivation
		A well-established producer	A well-established producer
		Wine from local producers	Wine from local producers
		I prefer wine from Europe to wine from the New World	*I prefer wine from the New World (e.g., South Africa and Australia) to wine from the Old World (e.g., France and Spain)
	<i>Bargain</i>	Bargains and special offers	Bargains and special offers
		I nearly always choose one of the lowest priced wine because they are also nice**	I nearly always choose one of the lowest priced wine because they are also nice**

Source: Adapted from Brunner and Siegrist (2011)

APPENDIX D: CONSENT FORM AND FINAL QUESTIONNAIRE



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CONSENT TO PARTICIPATE IN RESEARCH

Dear Respondent,

My name is Carna Myburgh, a student at the Faculty of Economic and Management Sciences at Stellenbosch University. I would like to invite you to take part in a survey, the results of which will contribute to a research study to complete my MCom in Business Management (Marketing Management). The purpose of this study is to explore involvement, motive/lifestyle and purchase behaviour of South African wine consumers.

Please take some time to read the information presented here, which will explain the details of this project. Your participation is entirely voluntary and you are free to decline to participate. If you say no, this will not affect you negatively in any way whatsoever. You are also free to withdraw from the study at any point, even if you do agree to take part.

The questionnaire will take approximately 15 minutes to complete and will contain a combination of questions. Please note that when answering the questions, you should answer them from the perspective of your own wine consumption, as well as purchasing wine for **your own consumption**.

RIGHTS OF RESEARCH PARTICIPANTS:

You have the right to decline answering any questions and you can exit the survey at any time without giving a reason. 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 Mrs Maléne Fouché [mfouche@sun.ac.za; 021 808 4622] at the Division for Research Development.

Your information and response to the survey will be protected by the researcher and all your information and responses will be kept completely anonymous.

Should you be experiencing alcohol related problems, the South African Depression and Anxiety Group's (SADAG) 'Cipla 24-Hour Mental Health Helpline' can be contacted on 0800 456 789 for free counselling.

If you have any questions or concerns about the research, please feel free to contact the researcher, Carna Myburgh, at 19826435@sun.ac.za and/or the Supervisor, Prof. Chris Pentz, at cdpentz@sun.ac.za.

I confirm that I have read and understood the information provided for the current study.	YES	NO
	<input type="checkbox"/>	<input type="checkbox"/>
I agree to take part in this survey.	YES	NO
	<input type="checkbox"/>	<input type="checkbox"/>

QUESTIONNAIRE



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Please complete the following questionnaire with regards to behavioural information, involvement with the wine product, motives or lifestyle regarding wine consumption and wine purchase behaviour. Please select the **most applicable** answer.

Please answer the following questions by selecting the appropriate box.

Are you 18 years or older of age?	YES	NO
Are you a South African citizen?	YES	NO
Have you purchased wine for your own consumption or have you consumed wine within the past three (3) months?	YES	NO

If you selected 'NO' for any of the questions above, please do not continue with the questionnaire.

Please indicate your gender by selecting the relevant box.

Gender	MALE	FEMALE	PREFER NOT TO ANSWER
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Please select your age group (in years).

18-24	
25-34	
35-44	
45-54	
55-64	
65 years or older	

Which province have you been living in for the past five years?

Western Cape	
Eastern Cape	
Free State	
Gauteng	
Mpumalanga	
Northern Cape	
North West	
KwaZulu-Natal	

Limpopo	
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How frequently do you purchase wine for your own consumption?

Once or more per week	
Once every two weeks	
Once a month	
Once every three months or less	

How frequently do you consume wine?

Every day	
Once or more per week	
Once every two weeks	
Once a month	
Once every three months or less	

How many bottles of wine do you purchase per month for your own consumption?

1–3 bottles	
4–6 bottles	
7–9 bottles	
10–12 bottles	
More than 12 bottles	

Where do you predominately purchase wine for your own consumption? You may select more than one option.

Grocery store	
Boutique wine store	
Liquor store	
Wine farm	
Online merchant	
Other	

If you selected 'other', please indicate an alternative outlet where you purchase wine for your own consumption.

--

Which wine type do you predominantly prefer for your own consumption? You may select more than one option.

Red	
White	
Rosé	
Sparkling	

How much are you willing to pay per bottle of red wine for your own consumption?

Less than R50	
R50–R100	
R101–R150	
More than R150	
I never buy red wine for my own consumption.	

How much are you willing to pay per bottle of white wine for your own consumption?

Less than R50	
R50–R100	
R101–R150	
More than R150	
I never buy white wine for my own consumption.	

How much are you willing to pay per bottle of rosé wine for your own consumption?

Less than R50	
R50–R100	
R101–R150	
More than R150	

I never buy rosé for my own consumption.	
---	--

How much are you willing to pay per bottle of sparkling wine for your own consumption?

R50–R100	
R101–R150	
More than R150	
I never buy sparkling wine for my own consumption.	

Which wine packaging do you prefer?

Bottle	
Box	
Can	

Please indicate why you prefer this type of packaging.

--

Do you consume de-alcoholised wine (e.g., Van Loveren Almost Zero)?

Yes	
No	

1	2	3	4	5	6
Disagree completely	Disagree	Disagree slightly	Agree slightly	Agree	Agree completely
I have a strong interest in wine.					
I usually choose the wine at the restaurant.					
I like to participate in wine tastings.					
I would say that I know my stuff about wine.					
I like to learn more about wine.					
I have already visited several wineries.					
I have good general knowledge about wine.					

Please indicate to which extent you **agree** with the following statements, by selecting the relevant box. Respond to each statement regarding why you drink wine.

1 Disagree completely	2 Disagree	3 Disagree slightly	4 Agree slightly	5 Agree	6 Agree completely
I drink wine to relax after a busy workday.					
I drink wine to be stylish.					
I drink wine to enhance the taste of food.					
I drink wine for an intellectual challenge.					
I drink wine to celebrate something.					
I drink wine because one can impress other people with knowledge about wine.					
I drink wine for health-related aspects.					
I drink wine because it creates a nice atmosphere.					

1	2	3	4	5	6
Disagree completely	Disagree	Disagree slightly	Agree slightly	Agree	Agree completely
I drink wine to help me sleep.					
I drink wine because it is a tradition in my family.					
I drink wine to be respected.					
I drink wine because it marks a sophisticated person.					
I drink wine to create memories.					
I drink wine because it aids digestion.					
I drink wine because I want to be socially accepted.					
I drink wine because it creates a special dining ambience.					
I drink wine to feel good.					

1 Disagree completely	2 Disagree	3 Disagree slightly	4 Agree slightly	5 Agree	6 Agree completely
I drink wine because it connects generations.					
I drink wine to establish status.					
I drink wine because it signals the end of a workday.					
I drink wine because it is a light drink.					
I drink wine because it is aesthetically pleasing.					
I drink wine to try something new.					
I drink wine to be sociable.					
I drink wine for self-fulfilment.					
I drink wine because it helps to create a relaxing environment.					

1 Disagree completely	2 Disagree	3 Disagree slightly	4 Agree slightly	5 Agree	6 Agree completely
I drink wine because it is made from natural ingredients (e.g., grapes).					
I drink wine because drinking wine testifies to a mature personality.					
I drink wine to be distinctive.					
I drink wine because a glass of wine belongs to a nice meal.					
I drink wine because wine is an enjoyable and pleasurable part of my life.					
I drink wine when I feel lonely.					
I drink wine because of my cultural background.					
I drink wine because I regard it as superior to other beverages.					
I drink wine because I consider wine healthy.					

1	2	3	4	5	6
Disagree completely	Disagree	Disagree slightly	Agree slightly	Agree	Agree completely
Drinking wine is a ritual to me (e.g., every night after work).					
I drink wine because it aids socialising.					
I drink wine to show that I have gotten somewhere.					
I drink wine because it is sensual.					
I drink wine when I feel depressed.					
I drink wine when I want to share something special.					
I drink wine to satisfy a thirst.					
I drink wine to have fun.					

1	2	3	4	5	6
Disagree completely	Disagree	Disagree slightly	Agree slightly	Agree	Agree completely
I drink wine to evoke memories.					

Please indicate to which extent you **agree** with the following statements, by selecting the relevant box. Respond to each statement regarding what you pay attention to when you purchase wine for your **own consumption**.

1	2	3	4	5	6
Disagree Completely	Disagree	Disagree slightly	Agree slightly	Agree	Agree Completely
When buying wine, I pay attention to all the information on the label.					
When buying wine, I pay attention to awards.					
When buying wine, I pay attention to recommendations of friends and acquaintances.					
When buying wine, I pay attention to wine from local producers.					

1 Disagree Completely	2 Disagree	3 Disagree slightly	4 Agree slightly	5 Agree	6 Agree Completely
When buying wine, I nearly always choose one of the lowest-priced wines because they are also nice.					
When buying wine, I pay attention to the occasion for which the wine is intended.					
When buying wine, I pay attention to the producer/brand.					
When buying wine, I pay attention to organic cultivation.					
When buying wine, I pay attention to the grape variety (e.g., Sauvignon blanc or Merlot).					
When buying wine, I pay attention to the design of the bottle and the label.					
When buying wine, I pay attention to a high price class because it assures quality.					
When buying wine, I pay attention to the vintage year (e.g., 2020).					

1 Disagree completely	2 Disagree	3 Disagree slightly	4 Agree slightly	5 Agree	6 Agree completely
When buying wine, I prefer wine from the New World (e.g., South Africa and Australia) to wine from the Old World (e.g., France and Spain).					
When buying wine, I pay attention to recommendations of the salesperson.					
When buying wine, I pay attention to the origin of the wine (e.g., South Africa or Stellenbosch).					
When buying wine, I pay attention to the alcohol level.					
When buying wine, I pay attention to a well-established producer.					
When buying wine, I pay attention to bargains and special offers.					
When buying wine, I am open to new technologies in wine cultivation and processing, for example, adding oak shavings instead of using oak barrels.					
When buying wine, I pay attention to advertising.					

1	2	3	4	5	6
Disagree completely	Disagree	Disagree slightly	Agree slightly	Agree	Agree completely
When buying wine, I pay attention to reviews and ratings.					
When buying wine, I pay attention to the price.					

Thank you for your participation in this research study.

Should you be experiencing alcohol related problems, the South African Depression and Anxiety Group's (SADAG) 'Cipla 24-Hour Mental Health Helpline' can be contacted on 0800 456 789 for free counselling.

APPENDIX E: REASONS FOR PREFERRED PACKAGING

In the survey of this study respondents had to provide a reason as to why they prefer bottled, boxed or canned wine. The respondents direct and unedited answers appear in this appendix according to each of the three categories. Each bullet point represents a respondent's single response. Importantly, responses may be repeated across different categories as some respondents provided more than one reason in their response. The responses were also categorised according to themes regarding the respondent's reasons.

1. BOTTLE AS PREFERRED PACKAGING

For the preference of bottled wine, 54 categories for reasons as to why respondents of the survey had a preference for boxed wine. The categories range from the most mentioned to more unique reasons.

1.1. Taste [72]

- *it tastes better*
- *tastes better*
- *The wine taste better in a glass bottle*
- *Tastes better*
- *It feels the healthiest and tastes better*
- *Wine tastes differently when bottled in glass. You are also able to keep/age wine for a number of years.*
- *bottled wine tastes better and looks better*
- *Havent found a brand of box/canned wine that I enjoy*
- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*
- *It tastes better and easy to store*

- *Box wine doesn't taste as good. I will not touch canned wine with a ten foot pole. Bottles are elegant, the right amount to consume comfortably before it going sour and it is what I know and what I like.*
- *Prefer the taste*
- *Bottled wine tastes better (vintage etc)*
- *I have my bottles of wine on display in a wine cabinet, so a bottle works best, and I feel as if the taste is better when coming from a bottle*
- *Lasts longer, can age the wine and tastes better*
- *Better taste*
- *Taste, appearance & volume*
- *Think wine in a can might spoil the taste. Wine I buy does not come in a box.*
- *I prefer the taste from a bottle*
- *Tastes better*
- *The quality of the wine as well as the flavour. Cans and boxes just don't highlight the flavours as well.*
- *I don't consume enough to drink out of a box and canned wine does not taste as superior as wine stored and sold in bottles, especially MCC.*
- *I can taste the difference between 'doos wyn' and bottled wine.*
- *Tastes better*
- *Canned wine does not taste good and boxed wine is lower quality*
- *Better ageing potential, better taste.*
- *I prefer the taste of wine in a bottle.*
- *Because it looks so amazing, when you actually tasting it, it taste soooooo nice*
- *tastes better*
- *I feel it tastes better*
- *I believe the aroma and taste is better than the others*
- *Bottle shapes impact the taste of the content*
- *No reason. I just prefer any drink in glass. I feel the taste is better*
- *Genuine the taste is genuine*
- *It tastes different and feels more authentic Easier to store, and of course the taste*
- *It is easier to transport and the wine tastes better. Also the labels on the wine bottle with the prizes its won etc. makes it look even and taste even better.*
- *Tastes better*

- *We have tried the equivalent wine in a box (Kleine Zalze Chenin Blanc) and it doesn't taste the same!*
- *We prefer the taste mostly. But also the look of a wine rack full of bottles*
- *Just taste better in a bottle.*
- *The wine tastes better.*
- *It tastes different*
- *It's more tasty*
- *Taste*
- *Easy to monitor consumption,, taste*
- *Taste*
- *Tast better*
- *Taste better and box or can is associated with inferior quality wine (probably just a perception)*
- *Bottled wine tastes better than box wine (which i will consume if its decent) but a can...heaven forbid*
- *Dont like taste of a can: box is common*
- *Mindset thing that it tastes better*
- *Taste, it tastes better in a bottle*
- *It's usually nicer tasting*
- *Taste better, and more classy*
- *Don't like the taste of box wine*
- *Taste better and a lesser quantity.*
- *It tastes better*
- *the box and can influences the taste of the wine.*
- *Taste*
- *Purely because it is traditional and I believe wine tastes better out of glass!*
- *I think box wine has a very negative connotation in our country and I feel wine in a can taste like "can"*
- *It just tastes better 😊*
- *Can tastes different (proven in blind tasting)*
- *Taste better*
- *Tastes better in a bottle*
- *Believe it looks and tastes better stored and served from glass*
- *Taste better*

- *Know it's not true but believe that it is a better quality and Taste better*
- *Taste*
- *It tastes better and can be opened and left to breathe*
- *Tastes better in a bottle and presents better*
- *Taste better*

1.2. Aesthetics [48]

- *It feels classier I guess, and I like the look of wine bottles with attractive labels*
- *Bottles are aesthetically pleasing. Boxes are too big and bulky and don't fit in the wine rack.*
- *I like the aesthetic better.*
- *it's a more premium looking product*
- *It is standard and looks good*
- *I think it is more aesthetically pleasing and stores well*
- *It looks better. It adds to the aesthetic and tone while drinking wine. Visually a bottle looks better. And denotes the idea of it being more expensive.*
- *bottled wine tastes better and looks better*
- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*
- *Aesthetic reasons*
- *Makes more sense - especially from an aesthetic point of view*
- *Aesthetically appealing*
- *It is what I'm used to. Bottles have a nice aesthetic*
- *Looks nicer, can be upcycled for other functions once finished.*
- *Taste, appearance & volume*
- *Look of it*
- *Looks better and stores away more easily*
- *Aesthetics*
- *I like the look and feel of having wine like that*

- *For aesthetics. Box or can looks cheap*
- *Just looks more natural*
- *recycling, beautiful, easy storage*
- *it is appealing*
- *It is an aesthetic that speaks to me*
- *Because it looks so amazing, when you actually tasting it, it taste soooooo nice*
- *Aesthetic, good volume*
- *Like the look*
- *Love the look*
- *Easier to decant and looks more appealing*
- *Easy to store looks good on the wine rack too*
- *It is easier to transport and the wine tastes better. Also the labels on the wine bottle with the prizes its won etc. makes it look even and taste even better.*
- *More appealing*
- *A bottle is more manageable than a box and a can is just not sexy enough.*
- *It's just a personal preference and more aesthetically pleasing*
- *We prefer the taste mostly. But also the look of a wine rack full of bottles*
- *Aesthetics*
- *Look*
- *looks good*
- *It is aesthetically appealing and the bottle preserves the wine flavour much better*
- *It looks pleasing*
- *Looks good in my wine rack!*
- *Aesthetics, Nostalgia, Glass, Fun to open, I appreciate the label designs*
- *Looks more classy. I believe the way the product looks; it will have an impact on how you'll enjoy it*
- *Believe it looks and tastes better stored and served from glass*
- *to keep wine and it looks much better*
- *Nice on the eye*
- *Tastes better in a bottle and presents better*
- *It preserves the wine taste much better and it's aesthetically pleasing*

1.3. Perception of quality [48]

- *Quality. Able to share with friends/family.*
- *I've been taught to think this is the better/higher quality option*
- *Bottled is usually a sign that it is good wine*
- *Feels like a better quality wine*
- *Easier - better quality wine*
- *Perceived better quality*
- *Good quantity, high quality.*
- *Usually better quality wine. Preferred way of presenting and enjoying wine.*
- *I don't trust the quality of the other wines and I am more familiar with bottled brands*
- *Perception of Quality*
- *Because it generally has better quality wine*
- *Wineries doesn't box good wines. Generally. And/or groceries stores doesn't stock good quality boxed wines. If that changed, I'd be open to buy alternative packaging.*
- *The quality of the wine as well as the flavour. Cans and boxes just don't highlight the flavours as well.*
- *Traditional and quality perception*
- *Quality of wine that comes in a bottle is always better. Bottled wine is also better if you want it to age more.*
- *Better quality wines to choose from*
- *Canned wine does not taste good and boxed wine is lower quality*
- *Better quality*
- *Recyclable. Good quality wine. Not a box.*
- *Quality*
- *Bottled wine is often better quality wine than that in a box or can.*
- *boxed wine does not meet my level of wine quality and I don't mind a can at a restaurant but the wines I buy are not available in cans*
- *Wine in boxes is of poorer quality, selection is limited. Cans are a fad.*
- *Bottle or box is fine. Cans tend to add a taste to the drink*
- *Most good wines are in bottles*
- *It is much better quality*
- *quality of the wine*
- *It contains more than one glass ;-)* Box wine are usually not good quality

- *Best quality*
- *Taste better and box or can is associated with inferior quality wine (probably just a perception)*
- *Usually better quality wines are bottled. Glass protects the product.*
- *Impression of quality, and tradition.*
- *Tradition I suppose, also most quality wines are packaged like this*
- *I find that the best wine still comes in bottles, although a lot of wine farms have lately started to bottle some of their nicer wine. I also find that the boxes are too big - I do not want to consume that much of the same wine over the course of a few nights, but would rather want variety.*
- *quality of box is dubious and a can is plain wrong!*
- *I guess it is traditional to put good wine in bottles*
- *Better quality wine in bottles*
- *kwaliteit wyn word gebottel [quality wine is bottled]*
- *Assumption of quality*
- *Better type of wine found in bottles*
- *Good wine is in bottles*
- *Better quality*
- *Better quality*
- *I associate good wine with a glass bottle*
- *The other options feel cheap*
- *Quality*
- *Know it's not true but believe that it is a better quality and Taste better*
- *My association with box wine is that it is cheap wine. I will never drink wine from a can. Do not even drink cold drink from a can*

1.4. Easy to store [44]

- *Wines are able to chill in my wine stand*
- *Bottles are aestecially pleasing. Boxes are too big and bulky and don't fit in the wine rack.*
- *Easy storage*
- *I think it is more aesthetically pleasing and stores well*

- *It generally fits in the fridge better than a box wine. Cans limit you on your serving size.*
- *It tastes better and easy to store*
- *Doesn't effect the taste and easier to put in the fridge.*
- *Stores better*
- *I find it easier store my bottles as I have a wine rack*
- *I have my bottles of wine on display in a wine cabinet, so a bottle works best, and I feel as if the taste is better when coming from a bottle*
- *I normally don't finish my wine at one go especially if it's red, so the bottle makes it easier to put back in the fridge and the bottle allows to be cold enough to drink*
- *Looks better and stores away more easily*
- *Elegant and can be stored in the fridge door*
- *Wider variety of wines come in a bottle. Easy to store and travel with.*
- *Easy to store*
- *Storage*
- *recycling, beautiful, easy storage*
- *Super convenient and easy to store in a fridge.*
- *It is more classy and easier to store*
- *You can keep it for longer in the fridge*
- *It can easily be closed to keep it I side a bag or freidge*
- *Classy n easy storage*
- *Easy storage and just preference*
- *Easier to store, and of course the taste*
- *Easy to store looks good on the wine rack too*
- *Easier to store*
- *easy to store on the wine rack and in the fridge*
- *Traditional, easy to recycle, elegant, easy to store*
- *Fits into my wine cooler and then I know how much i drink*
- *Elegant, best storage container*
- *I store wine - I am a collector*
- *Easier to store*
- *Easy to store*
- *A bottle of white wine takes up less space in the fridge than a box. Also a bottle is quicker to consume than a box, given the difference in volume.*

- *Size fits best in fridge*
- *I usually buy a case or two bottled wine, easy to store in my wine rack and convenient to keep in the fridge when I don't finish a bottle*
- *The boxes fall apart in the fridge. I haven't seen any cans yet.*
- *Easy storage*
- *A glass bottle of wine takes up less space than a box of wine*
- *Storage purposes*
- *Storage*
- *It is easy to store, it looks better and my perception is that the wine tastes better!*
- *to keep wine and it looks much better*
- *Ease of storage. Stylish*

1.5. The right volume [26]

- *I like the volume and aging potential*
- *It generally fits in the fridge better than a box wine. Cans limit you on your serving size.*
- *Box wine doesn't taste as good. I will not touch canned wine with a ten foot pole. Bottles are elegant, the right amount to consume comfortably before it going sour and it is what I know and what I like.*
- *Perfect size to share - box tends to be too big, but cans are great for when it is just me drinking*
- *Good quantity, high quality.*
- *Have got a wider range in bottle, box wine can be too much*
- *Taste, appearance & volume*
- *I normally don't finish my wine at one go especially if it's red, so the bottle makes it easier to put back in the fridge and the bottle allows to be cold enough to drink*
- *I don't consume enough to drink out of a box and canned wine does not taste as superior as wine stored and sold in bottles, especially MCC.*
- *It's a good in between amount for sharing over dinner*
- *Perfect volume.*
- *Aesthetic, good volume*

- *It's normally just the right amount and also means I can take a few if it's a day out, for options*
- *Fits into my wine cooler and then I know how much i drink*
- *Can is too small and box too big. I will buy a box if it's for a big group and I like the wine or brand but for me bottle makes sense, feels classic, I can but a few for variety and it's a good size.*
- *Easy to monitor consumption,,taste*
- *Right size*
- *It contains more than one glass ;-)* Box wine are usually not good quality
- *A bottle of white wine takes up less space in the fridge than a box. Also a bottle is quicker to consume than a box, given the difference in volume.*
- *Volume is sufficient*
- *Easy to share, pour, moderate,*
- *Box has too much volume*
- *Taste better and a lesser quantity.*
- *I find that the best wine still comes in bottles, although a lot of wine farms have lately started to bottle some of their nicer wine. I also find that the boxes are too big - I do not want to consume that much of the same wine over the course of a few nights, but would rather want variety.*
- *Just the right amount to share with my wife*
- *The qauntity fits me*

1.6. Classy [25]

- *It feels classier I guess, and I like the look of wine bottles with attractive labels*
- *Classy and nice*
- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*
- *Perception of being more "classy" than a box wine.*

- *Bottles are classier and also aid in inclusivity in that you can have people around enjoying wine from the same source.*
- *It's Classy*
- *Because we are not hillbillies*
- *Its classy*
- *Classy*
- *Class*
- *It is more classy and easier to store*
- *It's how wine should be packaged. It's classier*
- *Classy n easy storage*
- *Just looks classier*
- *Authentic, classy, fresh*
- *Dont like taste of a can: box is common*
- *Classy and elegant*
- *Looks classier than a box!*
- *Taste better, and more classy*
- *Classy*
- *Looks more classy. I believe the way the product looks; it will have an impact on how you'll enjoy it*
- *Bottle has little bit of class*
- *Its classy*
- *Traditional, seems classier than a box*
- *Looks classy*

1.7. Personal preference [25]

- *Box wine doesn't taste as good. I will not touch canned wine with a ten foot pole. Bottles are elegant, the right amount to consume comfortably before it going sour and it is what I know and what I like.*
- *Usually better quality wine. Preferred way of presenting and enjoying wine.*
- *Plastic is not good for the planet and i dont like wine out of a can*
- *I prefer bottles but do buy wine in a box however have never tried wine a can. surely it has a can taste?*

- *Not a fan of drinking wine out of can, have bought box wine previously and would do so again, but I prefer opening a bottle of wine.*
- *No reason. I just prefer any drink in glass. I feel the taste is better*
- *Canned wine is not great. Box can be okay but bottle is just preferred. Better for recycling.*
- *Easy storage and just preference*
- *Just preference*
- *It's just a personal preference and more aesthetically pleasing*
- *Just personal preference, no real reason*
- *I like glass*
- *Prefer the bottle to the box*
- *I do not consider any other packaging acceptable.*
- *just do*
- *Personal preference*
- *Just like to have wine out of a bottle and not a can or box. Red wine matures better in a bottle*
- *Personal preference*
- *Prefer glass*
- *don't like box*
- *box and cans are just not right call me old fashioned.*
- *Glass preference*
- *I love glass, and recycle it as well.*
- *Preference/Tradition*
- *I just prefer it*

1.8. Preserves wine [18]

- *It keeps the richness of the wine*
- *Bottles retain the wine taste and quality*
- *I feel it preserves the taste of the wine better.*
- *Doesn't effect the taste and easier to put in the fridge.*
- *Boxed wine goes bad quickly*
- *Think wine in a can might spoil the taste. Wine I buy does not come in a box.*

- *As i love mcc - bottle will maintain the effervescence more effectively*
- *The quality of wine is not compromised when packaged in a bottle.*
- *Less chance of spoilage*
- *It preserves the taste and flavours much better*
- *Bottle keeps wine from spoiling*
- *The contents are received as was bottled*
- *It is aesthetically appealing and the bottle preserves the wine flavour much better*
- *Usually better quality wines are bottled. Glass protects the product.*
- *Relates to the content*
- *Taste of the wine is preserved*
- *preservation of wine is better in a bottle*
- *It preserves the wine taste much better and it's aesthetically pleasing*

1.9. Wider variety [17]

- *More varieties of wine to choose from*
- *Most available packaging across different producers*
- *Have got a wider range im bottle, box wine can be too much*
- *For the cellar and common, who drinks wine out of a can ;'D*
- *Wineries doesn't box good wines. Generally. And/or groceries stores doesn't stock good quality boxed wines. If that changed, I'd be open to buy alternative packaging.*
- *Wider variety of wines come in a bottle. Easy to store and travel with.*
- *Most variety*
- *Greater variability available*
- *I am not a fan of box wine. I love can because I think it tastes better, but the wine I drink only comes in bottles*
- *Wine in boxes is of poorer quality, selection is limited. Cans are a fad.*
- *Can is too small and box too big. I will buy a box if it's for a big group and I like the wine or brand but for me bottle makes sense, feels classic, I can but a few for variety and it's a good size.*
- *I find that the best wine still comes in bottles, although a lot of wine farms have lately started to bottle some of their nicer wine. I also find that the boxes are too*

big - I do not want to consume that much of the same wine over the course of a few nights, but would rather want variety.

- *More variety to consume, although I always keep a box of red and white in the house for daily consumption.*
- *Choice is MUCH bigger*
- *Biggest selection of wine available*
- *I prefer the option of multiple different types of wine rather than being limited to a box. A can does not work for me.*
- *Its the most commonly available*

1.10. Traditional [16]

- *It feels right; fancier. I like the traditional wine bottle.*
- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*
- *Traditional. More elegant than a box or can.*
- *Traditional and quality perception*
- *I guess it's traditional.....*
- *Traditional, easy to recycle, elegant, easy to store*
- *Traditional*
- *Purely because it is traditional and I believe wine tastes better out of glass!*
- *I guess it is traditional to put good wine in bottles*
- *Traditional*
- *Traditional*
- *Traditionalist, atmosphere*
- *Traditional, seems classier than a box*
- *Traditional and better for the eine*
- *Boxed or wine in cans does not appeal to me. I prefer a traditional glass bottle.*
- *Traditional*

1.11. Experience [14]

- *Box wine is what we enjoy with supper and it is nice, but there is always something special and fancy about opening a bottle of wine - it makes anything more of an occasion.*
- *It contributes to whole experience.*
- *There is something about opening a bottle of wine. Not the same with other packaging*
- *Opening a bottle of wine remains a special moment for me. Also makes transporting easier when going to friends and dinner.*
- *I like the look and feel of having wine like that*
- *Not a fan of drinking wine out of can, have bought box wine previously and would do so again, but I prefer opening a bottle of wine.*
- *Love opening the bottle especially corked bottles*
- *classic look - adds to experience.*
- *I love opening a bottle.*
- *i do try cans every now and then, but wine straight out of a bottle into a glass is just divine :)*
- *Aesthetics, Nostalgia, Glass, Fun to open, I appreciate the label designs*
- *Looks more classy. I believe the way the product looks; it will have an impact on how you'll enjoy it*
- *Traditionalist, atmosphere*
- *Feeling of opening a bottle of wine! Do buy boxes for everyday use at home*

1.12. Recyclable [14]

- *Easy to recycle*
- *Looks nicer, can be upcycled for other functions once finished.*
- *Recyclable*
- *Recyclable*
- *Glass is reusable and recyclable*
- *recycling, beautiful, easy storage*
- *Recyclable. Good quality wine. Not a box.*
- *Classic, recyclable*

- *Canned wine is not great. Box can be okay but bottle is just preferred. Better for recycling.*
- *I re use the bottles*
- *it's more recyclable and more elegant*
- *Traditional, easy to recycle, elegant, easy to store*
- *Recyclable*
- *I love glass, and recycle it as well.*

1.13. Familiarity [13]

- *Its the most convenient and I know this packaging best.*
- *Box wine doesn't taste as good. I will not touch canned wine with a ten foot pole. Bottles are elegant, the right amount to consume comfortably before it going sour and it is what I know and what I like.*
- *It is what I'm used to. Bottles have a nice aesthetic*
- *I don't trust the quality of the other wines and I am more familiar with bottled brands*
- *It is what I am used to*
- *I have gotten used to it*
- *Never wanted to try the other types*
- *Used to that type of packaging*
- *just used to it*
- *Have never bought wine in a box or can!*
- *It is what i am used to*
- *Always use to bottle*
- *Just never considered box or can.*

1.14. Elegance [12]

- *Elegance*
- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork*

(unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.

- *Box wine doesn't taste as good. I will not touch canned wine with a ten foot pole. Bottles are elegant, the right amount to consume comfortably before it going sour and it is what I know and what I like.*
- *Glass feels more elegant to pour out of*
- *Elegant and can be stored in the fridge door*
- *It looks more elegant*
- *it's more recyclable and more elegant*
- *Elegance*
- *More elegant*
- *Traditional, easy to recycle, elegant, easy to store*
- *Elegant, best storage container*
- *Classy and elegant*

1.15. Aging potential [11]

- *I like the volume and aging potential*
- *Wine tastes differently when bottled in glass. You are also able to keep/age wine for a number of years.*
- *Lasts longer, can age the wine and tastes better*
- *For aging, however everyday consumption we will prefer box wine, which is also more eco conscious*
- *Quality of wine that comes in a bottle is always better. Bottled wine is also better if you want it to age more.*
- *Better ageing potential, better taste.*
- *Vintages come on bottles. Longer storage*
- *I prefer corked bottles for longer storage. I have a wine collection.*
- *Better aging in bottle*
- *Just like to have wine out of a bottle and not a can or box. Red wine matures better in a bottle*
- *To age good red wine in corked bottle to place on wine rack*

1.16. Classic [11]

- *Classic packaging*
- *It's classic*
- *It's classic*
- *Classic and convenient*
- *Classic*
- *classic look - adds to experience.*
- *Classic, recyclable*
- *Can is too small and box too big. I will buy a box if it's for a big group and I like the wine or brand but for me bottle makes sense, feels classic, I can buy a few for variety and it's a good size.*
- *I feel it is more classic*
- *It's classic*
- *Classic packaging*

1.17. Tradition [11]

- *Tradition i guess*
- *Wine tradition*
- *Tradition*
- *Impression of quality, and tradition.*
- *Tradition I suppose, also most quality wines are packaged like this*
- *Tradition*
- *Tradition and etiquette*
- *Tradition*
- *Tradition*
- *Tradition*
- *Preference/Tradition*

1.18. Convenience [10]

- *Its the most convenient and I know this packaging best.*

- *Convenience*
- *Classic and convenient*
- *Convenience*
- *Convenient*
- *Super convenient and easy to store in a fridge.*
- *No specific reason. Just most convenient*
- *Convenient*
- *Convenient*
- *Convenient*

1.19. Availability of preference [9]

- *I have no issue with box or cans- the wines I like do not package in box or can variety yet*
- *Typically the wines I like are only available in bottles. I am open to cans and some of the newer, better quality box wines though.*
- *Think wine in a can might spoil the taste. Wine I buy does not come in a box.*
- *It is most common and the wines I enjoy are in bottles. If they were available in Cans i may be persuaded otherwise.*
- *boxed wine does not meet my level of wine quality and I dont mind a can at a restaurant but the wines I buy are not available in cans*
- *My preferred wine is not in box or rather I dont find it as easily*
- *The wine I like does not come in boxes/cans*
- *Availability of wines i like are mostly in bottles*
- *The quality I enjoy is only to be found in bottled wine*

1.20. Habit [8]

- *Probably force of habit*
- *Habit*
- *maybe only habit. I have been thinking of buying a box...but have not done it yet. Box wine was always the sweet cheaper wine, but I see you now get nice wine in boxes*

- *Habit. Very open to different types of packaging.*
- *Habit and acceptability*
- *Habit*
- *Habit*
- *Just never considered box or can.*

1.21. Sharing with others [5]

- *Quality. Able to share with friends/family.*
- *Bottles are classier and also aid in inclusivity in that you can have people around enjoying wine from the same source.*
- *It's a good in between amount for sharing over dinner*
- *Easy to share, pour, moderate,*
- *Just the right amount to share with my wife*

1.22. Authentic [5]

- *Feels more authentic*
- *Genuine the taste is genuine*
- *It tastes different and feels more authentic*
- *Authentic, classy, fresh*
- *I feel it's more authentic*

1.23. Easy to handle [5]

- *It's easier to handle and it doesn't get warm from the touching while drinking*
- *It's easy to use*
- *A bottle is more manageable than a box and a can is just not sexy enough.*
- *Easy to share, pour, moderate,*
- *Manageable*

1.24. Sustainability [5]

- *I feel as though it is more sustainable and helps the wine maintain its temperature for longer periods*
- *Plastic is not good for the planet and i dont like wine out of a can*
- *Glass Bottles are better for the environment*
- *It just seems healthier and better for the environment*
- *environmentally friendly*

1.25. Transportable [4]

- *Opening a bottle of wine remains a special moment for me. Also makes transporting easier when going to friends and dinner.*
- *Wider variety of wines come in a bottle. Easy to store and travel with.*
- *It is easier to transport and the wine tastes better. Also the labels on the wine bottle with the prizes its won etc. makes it look even and taste even better.*
- *Easier to carry for socialising*

1.26. Better option [4]

- *Glass is best.*
- *Glass is always better*
- *Bottle better*
- *It's a better option*

1.27. Easy to decant [4]

- *Easier to decant and looks more appealing*
- *Easy to decant*
- *Easier to air the wine*
- *It tastes better and can be opened and left to breathe*

1.28. Healthier [4]

- *It feels the healthiest and tastes better*
- *It just seems healthier and better for the environment*
- *I assume that there is less preservatives in bottled wine, causing less allergies.*
- *Glas is cleaner healthier packaging*

1.29. Standard [4]

- *It is standard and looks good*
- *Common way to consume*
- *It is most common and the wines I enjoy are in bottles. If they were available in Cans i may be persuaded otherwise.*
- *It's how wine should be packaged. It's classier*

1.30. Valuable [4]

- *It is perceived to be a more valuable commodity than in a box or can*
- *Better value than a can, looks better than a box*
- *It adds to the value of the content*
- *It is a ritual and it makes the product feel more valuable and special.*

1.31. Maintain temperature [3]

- *I feel as though it is more sustainable and helps the wine maintain its temperature for longer periods*
- *It's easier to handle and it doesn't get warm from the touching while drinking*
- *I normally don't finish my wine at one go especially if it's red, so the bottle makes it easier to put back in the fridge and the bottle allows to be cold enough to drink*

1.32. Appreciation of cork [3]

- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*
- *The celebration of the cork*
- *Love opening the bottle especially corked bottles*

1.33. Fancy [3]

- *Box wine is what we enjoy with supper and it is nice, but there is always something special and fancy about opening a bottle of wine - it makes anything more of an occasion.*
- *It feels right; fancier. I like the traditional wine bottle.*
- *It seems fancier.*

1.34. Sophisticated [3]

- *More sophisticated*
- *Sophisticated*
- *Glass just gives the illusion of sophistication*

1.35. Stylish [3]

- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*
- *Packaging style and prestige*
- *Ease of storage. Stylish*

1.36. For collection [3]

- *I like collecting the bottles*
- *I prefer corked bottles for longer storage. I have a wine collection.*
- *I store wine - I am a collector*

1.37. Acceptability [2]

- *Habit and acceptability*
- *I think box wine has a very negative connotation in our country and I feel wine in a can taste like "can"*

1.38. Less wastage [2]

- *Less waste than boxes and cans.*
- *Ensures no wastage*

1.39. Mindset [2]

- *Mind set*
- *Mindset thing that it tastes better*

1.40. To view vintage [1]

- *Vintages come on bottles. Longer storage*

1.41. Clean [1]

- *Glass is clean*
- *Clean*
- *Glas is cleaner healthier packaging*
- *Cleaner*

1.42. Easiest [1]

- *Easiest*

1.43. Etiquette [1]

- *Tradition and etiquette*

1.44. Feel more accomplished [1]

- *I feel more accomplished.*

1.45. Fresh [1]

- *Authentic, classy, fresh*

1.46. More premium [1]

- *More premium*

1.47. Nice [1]

- *Classy and nice*

1.48. Nostalgia [1]

- *Aesthetics, Nostalgia, Glass, Fun to open, I appreciate the label designs*

1.49. Prestige [1]

- *Packaging style and prestige*

1.50. Reputation [1]

- *The reputation of wine in boxes or cans is not great*

1.51. Ritual [1]

- *It is a ritual and it makes the product feel more valuable and special.*

1.52. Romantic [1]

- *Bottled wine is smart way to drink wine and it is romantic*

1.53. Smart [1]

- *Bottled wine is smart way to drink wine and it is romantic*

1.54. Well-rounded [1]

- *It is more traditional. A can I feel always leaves a slight metallic taste in my mouth, and changes the flavour of the wine. And wine in a box is never very good. I do not enjoy untightening the tap on a vacuum bag of wine. I like the sound of a cork (unfortunately now there are more screwcaps) and I enjoy the look of a bottle of wine. It is elegant, stylish, well rounded and classy.*

2. REASONS FOR BOXED WINE PREFERENCE

For the boxed wine category, 13 themes were identified regarding respondents' preference for boxed wine.

2.1. Volume versus cost [8]

- *Volume vs cost*

- *Lower price relative to volume*
- *I get more for the cost*
- *Cost effective*
- *More economical*
- *Cause its more wine for cheap price*
- *Value for money*
- *Better value.*

2.2. Easy to store [4]

- *Easy to store and doesnt break*
- *Easier to store*
- *Easier to store and cheaper in the long run. Also good for alcohol bans*
- *easier storage*

2.3. Cheaper [3]

- *When I feel like a glass of wine during the week (which is not often), I usually only want one glass. I don't want to open a bottle because I either end up wasting half of the bottle or feeling forced to finish the bottle over the next few days before it goes off. A box may not have the same quality as the bottles, but it allows me to only have a glass every now and then when I feel like it, and it ends up being cheaper.*
- *Cheaper*
- *Easier to store and cheaper in the long run. Also good for alcohol bans*

2.4. Convenience [3]

- *More convenient*
- *Gemaklik [Comfortable/convenient]*
- *more convenient*

2.5. Less wastage [3]

- *When I feel like a glass of wine during the week (which is not often), I usually only want one glass. I don't want to open a bottle because I either end up wasting half of the bottle or feeling forced to finish the bottle over the next few days before it goes off. A box may not have the same quality as the bottles, but it allows me to only have a glass every now and then when I feel like it, and it ends up being cheaper.*
- *Less wasted if not consumed within a few days. Box has longer shelf life once open.*
- *For own use, I can drink one glass of wine per day without feeling that I need to drink more to not waste what is left in a bottle if not consumed in the next few days*

2.6. No breakage [2]

- *Easy to store and doesn't break*
- *Avoid breakage. Easier to transport.*

2.7. Resealable [2]

- *Clean and resealable*
- *When I feel like a glass of wine during the week (which is not often), I usually only want one glass. I don't want to open a bottle because I either end up wasting half of the bottle or feeling forced to finish the bottle over the next few days before it goes off. A box may not have the same quality as the bottles, but it allows me to only have a glass every now and then when I feel like it, and it ends up being cheaper.*

2.8. Volume [2]

- *Capacity*
- *volume*

2.9. Clean [1]

- *Clean and resealable*

2.10. Compact [1]

- *Compact*

2.11. Longer shelf life [1]

- *Less wasted if not consumed within a few days. Box has longer shelf life once open.*

2.12. Good for alcohol bans [1]

- *Easier to store and cheaper in the long run. Also good for alcohol bans*

2.13. Transportable [1]

- *Avoid breakage. Easier to transport.*

3. REASONS FOR CANNED WINE

Only two respondents had a preference for canned wine. The reasons for their preferences are categorised and stated below.

3.1. Volume

- *It is a manageable amount, glass bottles are too much*

3.2. Less wastage

- *Less wastage*

APPENDIX F: REASONS FOR CONSUMING DE-ALCOHOLISED WINE

In the survey of this study respondents had elaborate on their de-alcoholised wine consumption. The respondents direct and unedited answers appear in this appendix. Each bullet point represents a respondent's single response. Importantly, responses may be repeated across different categories as some respondents provided more than one reason in their response. The responses were also categorised according to themes regarding the respondent's reasons.

1. DESIGNATED DRIVER [9]

- *Sometimes if I have to be the designated driver*
- *During dry January or if I am driving, I drink alcohol free.*
- *I drink this if I attend a social event where I need to drive afterwards.*
- *When the designated driver it allows for enjoying a glass without breaking the law*
- *When I try to cut down on KJ I consume this wine. Or when I go out and need to drive.*
- *When driving, it allows me to still feel part of the social event without being reckless*
- *This was my pick on occasions when I didn't want to drink and drive a distance. A very rare occasion that I would consume anything de-alcoholised.*
- *I prefer to avoid drinking while driving, so I drink woolies, or de-alc when I have to drive. It tastes almost as good as the real thing, and even gives me a headache*
- *Only occasionally and when driving.*

2. HEALTH [9]

- *When I want to save some calories*
- *I've heard box and can wine can have a number of preservatives which are not good for you*
- *I fell pregnant recently and cannot drink wine anymore. I used to drink a glass of red every day, but now I cannot. I tried the dealcoholized wine to see if it would be a good substitute. It wasn't.*

- *I am trying to conceive, and want to cut down on my alcohol intake, but still like a glass of wine*
- *When I can't have alcohol due to pregnancy or breastfeeding.*
- *When I try to cut down on KJ I consume this wine. Or when I go out and need to drive.*
- *If I am at a state where I'm asked by a doctor to not consume alcohol, my best or nearest to wine alcoholized is the de-alcoholized*
- *I buy it at woolies (pregnancy)*
- *I was pregnant since November 2020 and am currently breastfeeding*

3. ALCOHOL BAN IN LOCKDOWN [8]

- *Due to lockdown I've been caught without wine but still enjoy the taste so I do drink de-alcoholised wine*
- *There were no alcohol sales during the lock down and that was the only option available*
- *When we were on lockdown I'd consume de-alcoholised sparkling wine which you find at bottle stores and super markets*
- *In Lockdown*
- *I like to try different wines and with lockdown sometimes "Almost Zero" or "de-alcoholised" were your only option and it's definitely a no for me in the future. You can taste the missing ingredient.*
- *During lockdown*
- *I started drinking de-alcoholised wine during lockdown when I couldn't buy "normal" wine, and now will occasionally still buy it even though I can get normal wine.*
- *I have bought de-alcoholised sparkling wine during lockdown*
- *Have tried it - especially when there was a hard lockdown.*

4. OCCASIONALLY CONSUME IT [5]

- *During dry January or if I am driving, I drink alcohol free.*
- *Only occasionally and when driving.*
- *only a very little*

- *Hang af hoe ek voel [Depends on how I feel]*
- *I started drinking de-alcoholised wine during lockdown when I couldn't buy "normal" wine, and now will occasionally still buy it even though I can get normal wine.*

5. TRIED IT, DID NOT LIKE IT [5]

- *I don't enjoy the taste. I prefer other non-alcoholic beverages at times when I don't want to drink alcohol.*
- *I fell pregnant recently and cannot drink wine anymore. I used to drink a glass of red every day, but now I cannot. I tried the dealcoholized wine to see if it would be a good substitute. It wasn't.*
- *I have tried them during lockdown, but I don't like them very much*
- *I tried it once and did not like it at all*
- *I like to try different wines and with lockdown sometimes "Almost Zero" or "de-alcoholised" were your only option and it's definitely a no for me in the future. You can taste the missing ingredient.*

6. CONSUME SPECIFIC BRAND [4]

- *I drink Woolworths' brut sparkling grape juice as well as their de-alc wines*
- *I like the woolworths light range - not really de-alcoholised but more just reduced*
- *Yes, I love woolies de-alcoholised wine. Go to for when I do not feel like having an alcoholic glass of wine*
- *I prefer to avoid drinking n driving, so i drink woolies Lautus, or de-alc when i have to drive. It tastes almost as good as the real thing, and even gives me a headache*

7. TASTE [3]

- *Due to lockdown I've been caught without wine but still enjoy the taste so I do drink de-alcoholised wine*
- *I love how it tastes*
- *Just for the taste I guess*

8. SUBSTITUTE FOR WINE [3]

- *Yes, i do when I don't feel like having strong stuff but want to drink wine*
- *When you feel like wine, but not really, and when we have a party, i always drink this in between*
- *Yes, I love woolies de-alcoholised wine. Go to for when I do not feel like having an alcoholic glass of wine*

9. FOR COOKING [1]

- *I use this for cooking, but not usually for drinking.*

10. ENJOY IT [1]

- *I enjoy drinking de-alcoholised wine*

APPENDIX G: REASONS FOR NOT CONSUMING DE-ALCOHOLISED WINE

In the survey of this study respondents had elaborate on their de-alcoholised wine consumption. The respondents direct and unedited answers appear in this appendix. Each bullet point represents a respondent's single response. Importantly, responses may be repeated across different categories as some respondents provided more than one reason in their response. The responses were also categorised according to themes regarding the respondent's reasons.

1. DISLIKE TASTE [115]

- *Don't like the taste*
- *I don't like the taste.*
- *I don't enjoy the taste of wine enough to want to buy de-alcoholised wine.*
- *I don't like the taste*
- *I have tried it and did not like the taste*
- *don't like the taste- says sour*
- *tastes terrible*
- *Unfavourable aftertaste.*
- *No point and tastes bad*
- *I tried it during lockdown and it was terrible*
- *I don't like the taste*
- *I've tried some but the taste is usually odd*
- *It's revolting*
- *I don't like the taste*
- *Tastes too sweet.*
- *It tastes like a weak grape juice and vinegar mix*
- *I don't like the taste of zero alcohol wine*
- *I have tried de-alcoholised from 2 different brands and absolutely hated it, tasted like vinegar. I 100% prefer the real thing and would rather go without than have de-alcoholised*
- *Do not like the taste*
- *I could rather drink juice - it tastes better.*
- *I don't like the taste*

- *Tastes bad*
- *I don't like the taste*
- *Weird taste. Only non alcohol would probably be jc le roux alcohol free sparkling wine*
- *Don't like the taste*
- *I don't like the taste, especially the van loveren almost zero*
- *I don't like it*
- *I have tasted it once and did not like it*
- *Do not like the taste as much. Tastes like watered down wine*
- *I've tried it, but I'm not a fan of the taste of any fo the de-alcoholised wine at all.*
- *Don't like the taste*
- *I don't like the taste*
- *They have very little flavour*
- *Don't like the taste*
- *I do not like the taste.*
- *Taste is bad*
- *Because I prefer the taste of normal wine*
- *I have tried them and it's terrible*
- *More often then not, they are lacking in balance and are not as enjoyable to consume*
- *Don't like the taste*
- *The taste is horrible*
- *De-alcoholised wine retains flavours of agents used for the process*
- *bad after taste*
- *Dislike of taste*
- *Only when I was pregnant. If I don't have to I won't. Not my taste preference*
- *Taste is not lekker*
- *I am not a fan of the taste, also then I would prefer drinking something else if I want something non alcoholic*
- *So far I hate the taste*
- *I don't like the taste*
- *It tastes horrible*
- *Tried it – yuk*
- *Tried it once during Level 5 lockdown the taste was not for me*

- *Does not taste nice.*
- *Tastes are not nice*
- *I do not like the taste*
- *Tastes really awful*
- *Tastes awful*
- *Do not like taste*
- *I dont like the taste*
- *I don't like the taste. Would have preferred it if tasted better.*
- *It is disgusting 😞*
- *Don't like the taste*
- *I don't like the taste*
- *Tried it once in lockdown and I don't like the taste*
- *It taste terrible*
- *I don't llike the taste*
- *Tast is what going for*
- *Doesn't taste nice*
- *Do not prefer the taste*
- *I tried it once, was REALLY BAD!!! Would rather then just drink sparkling water or other cold drink*
- *Tried it once and did not like the taste*
- *Don't like the taste*
- *have tried, just not my taste*
- *It tastes really bad*
- *It tastes bad, I don't like de-alcoholised wine*
- *I don't like the taste*
- *None of these wines that I've tastes gave me any wine drinking pleasure. Tastes are off, mouthfeel not what I expect.*
- *I don't enjoy the taste of de-alcoholised wine*
- *Don't like the taste*
- *I have tried a few, but none have really met my taste*
- *It tastes really really bad!*
- *Don't like the taste*
- *In general I do not find the taste of de-alcoholised wine appealing*
- *I don't like the taste*

- *Don't enjoy the taste*
- *I don't like the taste of it.*
- *Dont enjoy the taste*
- *Taste like grape juice gone wrong*
- *Taste*
- *It tastes terrible!*
- *I do not like the taste of it, and to me its not how much you can drink, but to enjoy and sip on a good wine with food, friends and family. I want to taste and enjoy all the wonderful undertones of a perfect wine with all the winemaker's effort that went into it*
- *Not to my taste*
- *The process to de-alcoholise wine does strip out flavourants as well in my opinion. These wines just taste bad*
- *Do not like the taste. Would like better quality low alcohol wines*
- *It tastes terrible - I would rather skip it than drink something that tastes so bad.*
- *Awful taste*
- *Don't like the taste*
- *Tastes weird*
- *I have tasted it and it is revolting*
- *It really doesnt taste very good*
- *I don't like the taste*
- *Tastes vile. Good old fashioned grape juice is cheaper and tastier in this instance*
- *Does not taste right*
- *Not appealing*
- *Dont taste nice*
- *Not a good taste*
- *Terrible taste*
- *don't enjoy the taste*
- *It tastes dreadful!*
- *It tastes horrible, like watered down vinegar*
- *I don't enjoy the taste of de-alcoholised wine*
- *Tried it and it tastes awful.*
- *Tried it once. Horrid.*
- *It is not palatable*

- *Non alcoholic wine is not palatable*

2. NEVER TRIED IT [41]

- *I have not come across this type of wine during my purchases but am willing to try*
- *I've never tried it before*
- *I have never tasted the de-alcoholised wine*
- *I've never tried it before and don't have the desire to.*
- *I haven't tried it yet*
- *I have never tried it.*
- *Never tried it, seems a waste. These options as usually not premium wines.*
- *I've not tried it*
- *Have never tried - no reason to*
- *I haven't tried it*
- *I have never had de-alcoholised wine*
- *Never tried it*
- *Never tried*
- *I might enjoy it, but have never made the effort to buy it for myself.*
- *Never bought it*
- *I have never tried it and didn't even know that something like that exists.*
- *I've never needed to*
- *Have never tried de-alcoholised wine, so unsure of taste.*
- *Have never tried it.*
- *Havent given it a chance*
- *I have never consumed any de-alcoholised wine*
- *'haven't tried it*
- *Ive never tried it*
- *I have not tried it*
- *I've never tried it. I do love non-alcoholic beer though.*
- *Never needed to*
- *Haven't tried it*
- *never tried it*
- *never tried it*

- *Haven't tasted it yet.*
- *Never tried it and probably won't ever.*
- *Never tried it*
- *Never tried it, and don't see the point. There are nice non-alcoholic drinks if that's desired.*
- *Have not tried*
- *Hv never tried it*
- *I have not tried it yet but I am open to do so*
- *I have never tried*
- *Never did*
- *never tried zero wine*
- *I've never tried it*
- *Haven't tried it yet. Don't want to waste money buying it and not likr it.*

3. DOES NOT TASTE LIKE WINE [39]

- *The taste is not the same*
- *The taste is never the same, and I might as well be drinking grapetizier. I do not drink wine for the alcohol content, but a well balanced wine should not an overly alcoholic back-note. Fruit/tannins, acidity and alcohol are the triumvirate in a perfect wine, and de-alcoholised wine removes this, making the wine fall flat, with lack of body, substance and purpose.*
- *It does not taste the same*
- *It doesn't taste like real wine. Van Loveren Almost Zero is revolting.*
- *Doesn't taste the same*
- *I have yet to find a de-alcoholised wine that I like. I searched during both my pregnancies but they are genuinely all sub par products. I'd rather just abstain.*
- *Doesn't taste the same*
- *Difference in taste. Doesn't give that 'buzz'. Can't pair and cook with food.*
- *I feel the taste of the wine is not as good as normal wine. By going through the dealcolizing process, the wine loses a lot of its character & Tastes like fermented juice*
- *De-alcoholised wine isn't wine*

- *It tastes inferior.*
- *I tried de-alcoholised wine when I was pregnant and it still has a long way to go to taste like something resembling wine. Its more like very sweet grape juice.*
- *Wine without alcohol does not taste the same, I grew up in a Muslim and Jewish household, I can taste the difference.*
- *It tastes like grape juice with tannins*
- *Just isnt right, its not wine*
- *Doesn't taste like wine*
- *Does not taste the same*
- *They do not taste like wine*
- *Because I prefer the taste of normal wine*
- *More often then not, they are lacking in balance and are not as enjoyable to consume*
- *Wine is supposed to have alcohol in it. De-alcoholised wine often tastes very different to normal wine.*
- *It doesn't have the same quality taste as alcoholised wines*
- *They taste like juice. Cheaper yo buy grapetizer.*
- *It tastes like juice.*
- *it tastes horrible, sugary. I would if the de-alcoholised wine tasted as good as the normal wine*
- *The taste is different*
- *doesnt taste quite the same*
- *Bought it during lockdown and was so disappointed. It tasted like grapetizer, very similar to juice and not at all like wine. I haven't even opened the second brand also during that time as the disappointment of the first was just too big*
- *The taste is not the same.*
- *It doesn't taste like wine more like grape juice*
- *Never tastes the same*
- *Does not taste the same as wine*
- *tastes different*
- *Does not taste like wine*
- *Wine must have alcohol in it to taste the same*
- *It's not wine.*
- *It is not wine anymore*

- *It just does not taste the same*
- *The taste is not the same*

4. POINTLESS [38]

- *No point and tastes bad*
- *The taste is never the same, and I might as well be drinking grapetizier. I do not drink wine for the alcohol content, but a well balanced wine should not an overly alcoholic back-note. Fruit/tannins, acidity and alcohol are the triumvirate in a perfect wine, and de-alcoholised wine removes this, making the wine fall flat, with lack of body, substance and purpose.*
- *Never tried it, seems a waste. These options as usually not premium wines.*
- *Whats the point*
- *No point to that.*
- *I find no reason to consume wine if theres no alcohol in it*
- *Why consume the sugar but not the alcohol? I might as well drink juice.*
- *Whats the point? May as well drink Grapetiser*
- *Don't see the purpose.*
- *That defeats the purpose of drinking wine.*
- *What's the point?*
- *I don't see the point of drinking wine with no alcohol in it*
- *defeats the purpose*
- *umm..No is just no - I don't consume it - I don't see the point of it.*
- *What's the point? Its like drinking decaf coffee. No point whatsoever.*
- *What is the use of drinking wine*
- *What's the point?????*
- *Why do you drink wine without alcohol? Buy a Coke*
- *I'd rather just drink juice or water. De-alcoholised wine seems pointless*
- *What's the point?*
- *Never tried it, and don't see the point. There are nice non-alcoholic drinks if that's desired.*
- *what`s the point*
- *personally do not see the point in alcohol free wine, might as well buy grapetizer*

- *there is no point*
- *mmmmm don't see why? it like alcohol free gin and tonic. isn't that just tonic???*
- *What is the point*
- *What's the point of drinking if there's no alcohol*
- *Why would I drink wine without alcohol, I would rather buy cool drink*
- *What's the point*
- *It's defying the object*
- *I would rather drink water or juice for no alcohol choice as opposed to buying a non alcoholic wine. There is really no point.*
- *dont see the point might as well but grapetizer.*
- *no point*
- *no point*
- *Wine without the alcohol misses part of the point*
- *Why drink wine without alcohol, might as well in that case have juice or cooldrink*
- *Like decaffeinated Coffee, what's the point*
- *I'd much rather just drink juice then to drink de-alcoholised wine. It doesn't make sense to me*
- *Seriously!*

5. PREFER WINE WITH ALCOHOL CONTENT [33]

- *No reason why I should pay for non alcoholic wine, Id rather pay to have the alcohol*
- *I prefer alcoholic wine*
- *I only prefer alcoholic wine*
- *i prefer my alcohol to be alcoholic*
- *I am just a firm believer in alcohol wine 🙄*
- *I have tried de-alcoholised from 2 different brands and absolutely hated it, tasted like vinegar. I 100% prefer the real thing and would rather go without than have de-alcoholised*
- *Wine is an alcoholic beverage and should not be dealcoholized*
- *I find no reason to consume wine if theres no alcohol in it*
- *I prefer wine with alcohol*
- *I only consume wine with normal alcohol content.*

- *I like the alcohol*
- *I prefer alcohol*
- *I like my wine with alcohol*
- *Because I prefer the taste of normal wine*
- *Alcohol*
- *I like my wine with some alcohol*
- *I drink 11% vol wine I dont consume non alcohol*
- *I don't consume dealcoholised Alcohol*
- *If i drink wine I want the real thing I prefer the body that alcohol gives to the wine*
- *I prefer the taste of wine with alcohol in it*
- *I want the full alcohol*
- *Only consume alcoholised wine*
- *I like the alcohol.*
- *I drink wine*
- *I do not like the taste of it, and to me its not how much you can drink, but to enjoy and sip on a good wine with food, friends and family. I want to taste and enjoy all the wonderful undertones of a perfect wine with all the winemaker's effort that went into it*
- *Happy with the alcohol*
- *no i like alcoholised wine*
- *zero alcohol*
- *I like alcohol.*
- *You drink wine or not If I want no alcoholic wine I drink grape juice*
- *Like alcohol based*
- *I enjoy wine that has a certain percentage of alcohol. I am not a member of AA*
- *I prefer a proper wine..*

6. OTHER NON-ALCOHOLIC ALTERNATIVES [32]

- *No need to. If I do, it would be when I am driving and it would be a alcohol free G&T usually*
- *I don't want this - I'll drink juice or water if I want something non-alcoholic.*
- *I could rather drink juice - it tastes better.*

- *Never needed to have non-alcoholic wine. I would rather just have a different beverage.*
- *For me, its choice thing. when i decide that i do not feel like wine or alcohol beverage then i will drink water or juice as opposed to going for a non alcoholic wine*
- *I prefer water or fruit juice*
- *I would rather consume other non alcoholic drinks*
- *If I am not going to drink alcohol, then I prefer water.*
- *There are many different completely non alcoholic options to drink rather than dealcoholised.*
- *Might as well drink grape juice then*
- *If I'm drinking a non-alcoholic beverage I stick to water.*
- *Ethanol gives mouthfeel - if I'm not in the mood to drink alcohol I'd rather drink a different beverage*
- *No need to. Could just have a soft drink or tea/coffee*
- *I'd rather drink less alcohol that processed drinks; also, then I'd rather drink juice, water or warm beverages*
- *I'd rather drink juice or water than to drink de-alcoholised wine*
- *I tried it before, but have not found any one with a taste to my liking. I do however like Savanna non alcoholic cider, it will depend on the taste.*
- *I am not a fan of the taste, also then I would prefer drinking something else if I want something non alcoholic*
- *I've never tried it. I do love non-alcoholic beer though.*
- *No need. If I want wine I'll drink wine, if I am driving or want to stay sober then I will drink something else like water or a juice etc*
- *I'd rather just drink juice or water. De-alcoholised wine seems pointless*
- *I tried it once, was REALLY BAD!!! Would rather then just drink sparkling water or other cold drink*
- *I'll drink water if I'm thirsty.*
- *rather just drink water*
- *I'd rather have lime and soda than de alcoholised wine,*
- *Rather drink other forms of non alcoholic drinks*
- *mmmmm don't see why? it like alcohol free gin and tonic. isn't that just tonic???*
- *I just don't drink anything Zero, I'd rather buy juice*

- *Why would I drink wine without alcohol, I would rather buy cool drink*
- *Tastes vile. Good old fashioned grape juice is cheaper and tastier in this instance*
- *You drink wine or not If I want no alcoholic wine I drink grape juice*
- *I would rather drink water or juice for no alcohol choice as opposed to buying a non alcoholic wine. There is really no point.*
- *I'd much rather just drink juice then to drink de-alcoholised wine. It doesn't make sense to me*

7. NOT INTERESTED [24]

- *Not interested*
- *I've never tried it before and don't have the desire to.*
- *NOT INTERESTED*
- *No need to. If I do, it would be when I am driving and it would be a alcohol free G&T usually*
- *No need to*
- *Have never tried - no reason to*
- *I have no desire to try it.*
- *Never needed to have non-alcoholic wine. I would rather just have a different beverage.*
- *I have no intrest in it*
- *I'd rather not have 'wine'*
- *No reason to*
- *No need*
- *not interested*
- *It would not be something i would willinlgy purchase.*
- *Not interested*
- *I dont have a need for de-aclcoholised wine*
- *No need. If I want wine I'll drink wine, if I am driving or want to stay sober then I will drink something else like water or a juice etc*
- *Why would I want de-alcoholised wine. :P*
- *Never tried it and probably won't ever.*
- *I am not interested in consuming these*

- *Why would I want to drink that?*
- *not interested*
- *I don't want to*

8. DISLIKE IT [19]

- *Don't like it.*
- *Not a fan*
- *No thanks*
- *I've tried it but I wouldn't repurchase*
- *I've tried them and didn't like them*
- *I tried it once and did not like it*
- *Tried it, and didn't like it*
- *Tried it , don't like it*
- *Don't like it*
- *It tastes bad, I don't like de-alcoholised wine*
- *Tried and didn't like*
- *Have tried some but doesn't appeal*
- *Hou nie daarvan nie [Do not like it]*
- *Tried it, don't like it... it doesn't taste like wine.*
- *Didn't like it*
- *Tried it...did not like it*
- *Tried it but not a fan*
- *Yuk*
- *Ewww*

9. ALCOHOL IS A COMPONENT OF WINE [11]

- *The taste is never the same, and I might as well be drinking grapejuice. I do not drink wine for the alcohol content, but a well balanced wine should not have an overly alcoholic back-note. Fruit/tannins, acidity and alcohol are the triumvirate in a perfect wine, and de-alcoholised wine removes this, making the wine fall flat, with lack of body, substance and purpose.*

- *Alcohol is a flavour carrier for wine and is needed for optimal taste*
- *Wine is an alcoholic beverage and should not be dealcoholized*
- *Ethanol gives mouthfeel - if I'm not in the mood to drink alcohol I'd rather drink a different beverage*
- *Wine is supposed to have alcohol in it. De-alcoholised wine often tastes very different to normal wine.*
- *Alcohol is part of what makes a wine, it gives it body and structure.*
- *Alcohol is one of the characteristics that makes wine interesting.*
- *I prefer the body that alcohol gives to the wine*
- *Part of wine tasting is palate weight and complexity which unfortunately only comes from alcohol*
- *Wine must have alcohol in it to taste the same*
- *Wine without the alcohol misses part of the point*

10. DO NOT CONSUME [11]

- *I do not consume alcohol free wine*
- *I do not*
- *i don't drink it*
- *I don't*
- *I drink 11% vol wine I dont consume non alcohol*
- *umm..No is just no - I don't consume it - I don't see the point of it.*
- *I don't consume dealcoholised Alcohol*
- *I don't drink it*
- *I don't*
- *I dont drink de alcoholised wine*
- *I don't.*

11. HAVE NOT FOUND A LIKEABLE OPTION [9]

- *I have no issue with zero alcohol or low alcohol wines. Just havnt found one I like yet*

- *I have yet to find a de-alcoholised wine that I like. I searched during both my pregnancies but they are genuinely all sub par products. I'd rather just abstain.*
- *I haven't found a good zero alcohol wine.*
- *I haven't found a de-alcoholised wine I like*
- *I tried it before, but have not found any one with a taste to my liking. I do however like Savanna non alcoholic cider, it will depend on the taste.*
- *I have not tasted a de-alcoholised wine that is any good*
- *Haven't found one I like*
- *I have not yet tasted a de-alcoholised wine that I like.*
- *Haven't found a good one*

12. DO NOT ENJOY IT [8]

- *Do not enjoy it*
- *Don't enjoy it.*
- *Do not enjoy de-alcoholised wine*
- *More often than not, they are lacking in balance and are not as enjoyable to consume*
- *I tried it during lockdown, I didn't enjoy it*
- *I don't enjoy it*
- *Don't enjoy it.*
- *None of these wines that I've tasted gave me any wine drinking pleasure. Tastes are off, mouthfeel not what I expect.*

13. CONSUME WITH EXCEPTION [7]

- *Unless you are pregnant and REALLY want to drink something that looks like wine*
- *Unless it's lockdown.*
- *Only when I was pregnant. If I don't have to I won't. Not my taste preference*
- *Only when all out of wine and we're in forced lockdown (alcohol ban)*
- *I would if I ran out of wine and we were in hard lockdown but, I wouldn't buy it to drink during normal times*
- *Only when pregnant*

- *Only light wine occasionally*

14. WILLING TO CONSUME [7]

- *I have not come across this type of wine during my purchases but am willing to try*
- *I have no issue with zero alcohol or low alcohol wines. Just havnt found one I like yet*
- *I would not mind drinking it if I was offered some in a social setting, but I do not purchase it*
- *I might enjoy it, but have never made the effort to buy it for myself.*
- *Would like to try this.*
- *I have not tried it yet but I am open to do so*
- *I did buy before. Dont have a problem with it*

15. NO PHYSIOLOGICAL EFFECT [6]

- *Difference in taste. Doesn't give that 'buzz'. Can't pair and cook with food.*
- *I buy the wine to relax or get the edge off ;)*
- *I look forward to the calming effect the wine has on me.*
- *Prefer with alcohol buzz*
- *I need that buzz*
- *chasing a high*

16. NEVER HEARD OF IT [5]

- *I have never even heard of 0% wine. I didn't know people make and drink that.*
- *Never heard of it*
- *I have never tried it and didn't even know that something like that exists.*
- *Did not know about it*
- *First time I hear about it*

17. PRICE [5]

- *No reason why I should pay for non alcoholic wine, Id rather pay to have the alcohol*
- *It's a waist of money.*
- *Its a waste of money.*
- *Too expensive*
- *Costs more than normal wine.*

18. CONVENIENCE [3]

- *Convenience*
- *It is not something I come across often*
- *Due to unavailability of product at my nearest store*

19. CANNOT WITH PAIR WITH FOOD [2]

- *Difference in taste. Doesn't give that 'buzz'. Can't pair and cook with food.*
- *I do not like the taste of it, and to me its not how much you can drink, but to enjoy and sip on a good wine with food, friends and family. I want to taste and enjoy all the wonderful undertones of a perfect wine with all the winemaker's effort that went into it*

20. NOT PREFERENCE [1]

- *not my preference*
- *Not a preference*

21. BAD EXPERIENCE [1]

- *I had baffd experience with de-alcoholised wine*

22. ENJOY WINE AS A CELEBRATION [1]

- *I enjoy wine as a celebration*

23. NEVER PURCHASE [1]

- *Never purchase*

24. NEVER THOUGHT ABOUT IT [1]

- *never thought about it*

25. ONLY FOR COOKING [1]

- *Only use for cooking*

26. QUANTITY [1]

- *The quantity of wine will be too much for me yo consume*

27. RUBBISH [1]

- *Rubbish*

APPENDIX H: PROOF OF LANGUAGE EDITING

TERESA KAPP

Phone:
+27 82 789 7878
E-mail:
tekapp@mweb.co.za
info@teresakapp.com

This serves to certify that I duly edited:

SEGMENTING THE SOUTH AFRICAN WINE MARKET: A
FOCUS ON INVOLVEMENT, MOTIVE/LIFESTYLE AND
PURCHASE BEHAVIOUR

by

Carna Myburgh

19826435

I am an accredited editor with the University of Johannesburg, University of Stellenbosch Business School, NWU, UP, UCT, and GIBS, and my clients include the United Nations, Absa, FNB, Takealot, and various other universities and organisations in South Africa and Namibia.

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Teresa Kapp