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Consumer Behavior and its Impact in the Intention to Return to the Wine Event

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Abstract. This paper evaluates the consumer behavior, in the context of the “Essence of Wine” and its impact regarding the intention to return to the event. Data from a random sample of 1080 visitors were collected through face-to-face interviews, during the four days of the event. The data was subjected to clustering analysis. We performed the ANOVA test to describe each cluster taking into account the socio demographic characteristics in order to evaluate the impact in the intention to return and the global satisfaction with the event. After that, multiple regression analysis was used to identify the factors that influence frequency of participation on fairs and wine workshops. We found out that it is possible to segment the visitors of the Essence of Wine event, according to different consumer behavior variables. The different segments had significant differences with respect to the global level of satisfaction and intention to return. It was proved that both sociodemographic and consumer behavior characteristics had an impact on the frequency of acquisition of wine magazines and frequency of participation on wine fairs. The results allow the segmentation of the public and identify the target audience. The results obtained are a useful framework to the organizers of the event in the process of defining the communication strategies for the next edition of the event.

Keywords: *Wine Events, Consumer Behavior, Clustering*

1. Introduction

During the last years, we have been assisting to an exponential growth of events at a global level (Vinnicombe & Sou, 2017). In fact, events play a key role in the contemporary global identity of cities being also related with the economic, social and cultural processes (Barrera-Fernández & Hernández-Escampa, 2017).

Food and wine festivals are a major motivation for travel and leisure (Park et al., 2008) being a good opportunity to improve destination image and to generate new flows (González-Reverté & Miralbell-Izard, 2009). Wine events often provide the opportunity for visitors to sample all the wines from the different regions, attracting the attention of the media and well-known personalities within the wine and food community (Hoffman et al., 2001).

Besides that, these kind of events often provide some significant benefits to the city, not only in terms of increased money that comes into the region, but also in terms of the benefits brought by tourists entering the region and buying other products (Hoffman et al., 2001). Marketers

wine, the monthly average expense in wine and the monthly average number of wine bottles purchased. Then we hypothesized that:

H₁: The visitants of this wine event can be grouped according to their behavior in relation to the knowledge about wine, the interest in wine, the monthly average expense in wine and the monthly average number of wine bottles purchased.

Additionally, some authors have been defending the idea that the personal involvement and the consumer socio demographic characteristics, have an impact on the marketing strategies on the wine area, and consequently, on the way it is promoted (Taylor et al., 2018). Combining the degree of knowledge about the wine industry with the socio demographic characteristics of the visitants, of a real life wine event. This study aims to perceive whether it is possible to differentiate the clusters having into consideration their socio-demographic characteristics. By doing so, we hope to be capable of describing each one of the clusters, based on such criteria. Therefore, it is hypothesized that:

H₂: The clusters have different profiles depending on sociodemographic characteristics.

On top of that, according to the literature, customer loyalty is a behavior that is reflected in the visitor's consumption (Monteiro & Borges, 2015). In this paper, customer loyalty is measured through the intention to return to the Essence of wine.

With respect to this topic, several authors have already asserted that higher perceptions of service quality led to higher satisfaction, which then increases the intention to return. (Chang, 2000, Trindade et al., 2017, Worsfold et al., 2016). Besides that, socio-demographic characteristics seem to have an impact on the intention to return (Monteiro & Borges, 2015). Having this in mind, we proposed to test whether the different respondents from the different clusters had different levels of intention to return. Therefore, it is hypothesized that:

H₃: The clusters have different influences on the intention of returning to the next edition.

Nevertheless, perceptions of physical environments can affect satisfaction and intention to return differently. One reason could be that satisfaction and return intentions are qualitatively different constructs. (Worsfold et al., 2016). This explains why we decided to test such hypothesis separately.

Customer satisfaction can be defined as a measure of how products and services supplied by one company meet or surpass customer expectations (Mangesh, 2017). However, product performance is not only compared with the expectations, but also with other elements depending on the situation of purchase or consumption, consumer desires or ideal performance (CuadradoGarcía et al., 2017; Trindade et al., 2018). This study aims to test whether the different respondents, grouped into the different clusters, have different levels of satisfaction. Therefore, it is hypothesized that:

H₄: The clusters have different influences on the global satisfaction with the event.

The consumer behaviour literature, on the wine area, suggests that wine purchasing is too multifaceted to be only captured by looking to the product attributes. Therefore, studies regarding consumers' intrinsic and extrinsic motivational attributes with respect to the wine industry started to emerge.

On table 1, there is a resume of the studies performed on the consumer behaviour and motivational factors that affect the wine consumption as well as the results obtained.

Table 1. Studies Regarding Wine consumption and Consumer Behaviour

managers and organizers of the event in order to improve their knowledge regarding the target consumers.

As previously stated, the event under study is the Essence of Wine event, our case study. Giving the fact that, the Essence of Wine is the leading company in the organization, production of wine and food events, in Portugal, the single case study approach is suitable for this analysis, and it is representative of the reality under study (Yin, 2003). A brief description of this event is provided below (see section 2.1).

2.1. The Essence of Wine

In recent years, destination marketers have focused on event marketing. There has been increasing awareness of the potential financial benefits of events to local tourism marketing development (Li, Song & Collins, 2014).

The Essence of Wine started in 2004, and it has been the leading company in the production and dissemination of wine and gastronomy events, in Portugal. Additionally, this company also has a strong presence in Brazil (EV, 2018).

This company organizes wine fairs, where the visitors are invited to taste more than 3,000 free wines that come from 400 domestic and foreign producers.. This event counts already with fourteen editions, being recognized in both national and international levels (EV, 2018).

In addition to the organization of wine events, the organizers of the Essence of Wine publish a monthly Wine Magazine that compiles articles regarding wine, gastronomy and wine tourism, which is available in Portugal, Brazil, Angola and Mozambique (EV, 2018).

In 2017, the event took place in Palácio da Bolsa, in Oporto and it lasted 4 days – from 23 to 26 of February. The event received around 20,000 people, being one of the main wine events performed in this city (EV, 2018). The option for the city of Porto can be explained by its historic and patrimonial richness, and by the cultural growth that the city has been experimenting, being elected, for the third time, in 2017, as the “Best European Destination”.

3. Methodology

3.1. Questionnaire

A survey was conducted during the four days (from 23 to 26 of February) in the event the Essence of Wine, in the North of Portugal, in 2017. In collecting the data, we used sampling for convenience and the respondents’ anonymity was guaranteed.

In order to avoid biases related to questionnaire structure and wording, a pilot survey was performed to test the questionnaire before the conduction of the full survey. The purpose of the pilot test was, above all, to refine the questionnaire, in order to ensure that there will be no problems in collecting the data (Saunders et al, 2009). In addition to it, in order to encourage cooperative behaviour, respondents were informed that the research had scientific aims and the higher education institution was presented at the beginning of the survey.

A sample of visitors produced 1080 useable questionnaires - we only considered the questionnaires that were properly fulfilled. Given the population of 20000 visitors from the 14th edition of the “Essence of Wine”, the sample should be a minimum of 377 respondents, with a confidence level of 95% and a 5% confidence interval, so we can state that the collected sample is representative of the population study.

The survey had different parts; the first one had to do with the socio-demographic data. The second one showed a specific section for the foreign and national tourists (people out of the Metropolitan Area of Porto) – Tourists were asked about their accommodations and the activities they intended to do in the city.

To identify the variables with more relevance, within the clusters, we followed the analysis of the F statistic of ANOVA, as described in Maroco (2007).

The respondents were grouped based on different criteria: knowledge about wine, the interest in wine, the monthly average expense in wine and the monthly average number of wine bottles purchased.

The dimensions that allow a better differentiation of the clusters were: the knowledge about wine

($F=5304.590$), the interest in wine ($F=176.457$), the average expense in wine, per month ($F=20.823$) and the monthly average number of wine bottles purchased ($F=17.056$), respectively.

These factors were statistically significant for a level of confidence of 0.05.

As a result of the application of such criteria, we were able to segregate our respondents in three clusters, that were labeled based on the strongest criterion, the knowledge about wine. The hypothesis 1 is verified. Bellow, it is presented a brief description of each cluster and we verified that all the different profiles are depending on sociodemographic characteristics (see Table 1). We observe that gender, age, marital status and gross monthly income are significant, the remain variables are not significant. In this sense, the hypothesis 2 is only partially verified.

Cluster 1 (Wine Experts): composed by 198 respondents, this cluster is characterized by respondents that are mostly female (68%), with an average age of 43 years, married (57%), with a Gross Monthly Income between 1500 and 2999 euros (48%) and with a high intention to return level (87%). This cluster is the one in which the respondents show a bigger interest (92%) and a greater knowledge about wine (100%).

Cluster 2 (Wine Socialite): composed by 360 respondents, with an average age of 35 years old that are essentially single (53%). The Wine Socialite cluster has a gross monthly income between 600 and 1499 euros (54%) and clearly shows the intention to return (86%). This cluster is characterized by respondents with limited interest or interest (75%) in wine and that consider themselves to have limited knowledge about wine (85%).

Cluster 3 (Wine Lovers): Composed by 441 respondents. This cluster is the most representative of the event and it is characterized by respondents that are mostly female (63%), that have an average age of 39 years, married (57%), with a gross monthly Income between 600 and 1499 euros (50%) and with a high intention to return (76%). This cluster has respondents that are very interested (58%) in wine and that consider themselves as having enough knowledge about wine (100%).

Table 1 Socio Demographic characteristics of the clusters

Variables	Cluster 1	Cluster 2	Cluster 3	ANOVA
N	198	360	441	
Gender (%)				0.000*
Female (%)	68%	50%	63%	
Male (%)	32%	50%	37%	
Age (Mean)	43	35	39	0.000*
Marital Status (%)				0.000*
Single (%)	26%	53%	43%	
Married (%)	57%	37%	47%	
Divorced (%)	14%	9%	9%	
Windowed (%)	3%	1%	2%	
Educational Degree (%)				0.140
Basic Level (%)	9%	4%	5%	

No Interest (%)	0%	2%	0%	
Limited Interest (%)	0%	24%	0%	
Interested (%)	8%	46%	42%	
Very interested (%)	92%	29%	58%	
Knowledge about wine (%)				0.000*
No Knowledge (%)	0%	11%	0%	
Limited Knowledge (%)	0%	85%	0%	
Knowledgeable (%)	0%	3%	100%	
Great Knowledge (%)	100%	0%	0%	
Wine activities frequency ^b (Mean)				
Frequency of acquisition of Wine Magazines (Mean) ^b	3.15 ^b	1.77 ^b	2.46 ^b	0.000*
Frequency of visits to Internet portals specialized in wines (Mean) ^b	3.32 ^b	1.98 ^b	2.83 ^b	0.000*
Frequency of visits to wine fairs (Mean) ^b	3.36 ^b	1.97 ^b	2.84 ^b	0.000*
Frequency of visits to cellars (Mean) ^b	3.36 ^b	2.22 ^b	3.02 ^b	0.000*
Frequency of participation in wine proves (Mean) ^b	3.42 ^b	2.06 ^b	2.97 ^b	0.000*
Wine Habits (Mean)				
Average number of bottles, bought per month (Mean)	20	9	13	0.000*
Monthly average expense in wine (Mean)	156	60	104	0.000*
Importance of wine characteristics (Mean)				
Importance of the Wine Origin (Mean) ^c	4.27 ^c	4.00 ^c	4.22 ^c	0.005*
Importance of the Wine Region (Mean) ^c	4.49 ^c	4.06 ^c	4.18 ^c	0.004*
Importance of the Certification (Mean) ^c	3.93 ^c	3.60 ^c	3.74 ^c	0.017*
Importance of the Brand (Mean) ^c	3.65 ^c	3.64 ^c	3.59 ^c	0.743
Importance of the Bottle (Mean) ^c	3.25 ^c	3.22 ^c	3.18 ^c	0.855
Importance of the Price (Mean) ^c	3.88 ^c	4.01 ^c	4.00 ^c	0.523
Importance of the Quality/Price relation (Mean) ^c	4.27 ^c	4.26 ^c	4.50 ^c	0.018*
Importance of the Recommendation (Mean) ^c	3.98 ^c	4.00 ^c	4.11 ^c	0.376

Source: Authors. Made in IBM SPSS. * Significant for a level of confidence of 5%. Scales used on the survey: (b) Scale that goes from 1- Never to 4- Regularly | (c) Scale that goes from 1- No importance to 5- Very Important.

Finally, looking to table III, we observe that each cluster has presented different consumer behaviour. The hypothesis 5 is verified. When we analyse the results with respect to the frequency of wine activities, the Wine Experts cluster was also the one that had the higher frequency (means between 3.15 and 3.42 in a four-point Likert scale), in opposition with the Wine Socialite that had frequencies between 1.77 to 2.22 (in a four-point Likert scale).

The Wine experts are also the ones that buy the highest number of wine bottles (20) and have the highest monthly expense on wine (156 euros). Finally, looking to the Importance of the wine characteristics, it was visible that the respondents that belong to the Wine expert cluster were the ones that attributed a higher importance to the Wine Origin, Wine region and Wine Certification. On the other hand, respondents that belong to the Wine Lovers cluster were the ones that gave more importance to the quality/price relation criteria.

Still on the consumer behaviour variables, if we focus on the frequency of participation on wine fairs and on the acquisition of wine magazines – the variables under study, it is possible to see that the Wine Experts were the ones with the highest frequency of participation on wine fairs and acquisition of wine magazines, in opposition with the Wine Socialite that had the lower frequency in both parameters (see scheme I).

Scheme 1 Consumer Behaviour: Wine Clusters

The first step, in order to test the hypothesis 6, was to explore whether the socio demographic and consumer behaviour characteristics had any kind of influence in the frequency of acquisition of specialized magazines.

A linear regression established that the knowledge on wine, the age, the frequency of visits to specialized wine websites and the frequency of the participation on wine tastings could, in statistical terms, significantly predict the frequency of acquisition of specialized wine magazines – see model I, table IV. The model is overall significant ($p = 0.000$). The four independent variables contribute to explain 45.3 % of the variability of the frequency of acquisition of specialized wine magazines ($R^2_a=0.453$).

In fact, for a level of significance of 5%, all the equation variables had an impact on the Frequency of acquisition of specialized wine magazines - Knowledge on wine ($p=0.000$), Age ($p=0.001$), Frequency of visits to specialized wine websites ($p= 0.000$) and Frequency of participation on wine tastings ($p= 0.000$), with the exception of the constant ($p= 0.916$) which was not significant for this level of significance. Hypothesis 6 is verified.

The regression presents a Durbin-Watson statistic of 1,906 (value closed to 2), indicating the nonpresence of autocorrelation in the residuals. Besides that, all the independent variables present a Variance Inflation Factor (VIF) =1, which is inferior to ten, indicating that there is no multicollinearity problems within the data (Erford, 2008).

The second step, in order to test hypothesis 7, we explored whether the socio demographic and consumer behaviour characteristics had any kind of influence on the frequency of participation in wine fairs.

A linear regression established that the Interest and Knowledge on wine, the Frequency of visits to specialized wine websites, the Frequency of the participation on wine proves, the Frequency of visits to cellars as well as the Frequency of acquisition of wine specialized magazines could, in statistical terms, significantly predict the Frequency of the participation in wine fairs – see model II, table IV. The model is overall significant ($p = 0.000$). The six independent variables contribute to explain 59.4 % of the variability of the Frequency of the participation in wine fairs ($R^2_a=0.594$).

In fact, for a level of significance of 5%, all the equation variables had an impact on the Frequency of acquisition of specialized wine magazines - Knowledge on wine ($p=0.000$), Interest in wine ($p=0.013$), Frequency of acquisition of specialized wine magazines ($p=0.000$), frequency of visits to specialized wine websites($p=0.004$), frequency of participation on wine proves ($p=0.000$) and frequency of visits to cellars ($p=0.000$). The constant was not significant, for this level of significance ($p= 0.214$). Hypothesis 7 is verified.

The regression presents a Durbin-Watson statistic of 1.904 (value closed to 2), indicating the nonpresence of autocorrelation in the residuals. Besides that, all the independent variables present a Variance Inflation Factor (VIF) =1, which is inferior to ten, indicating that there is no multicollinearity problems within the data (Erford, 2008).

In both equations, a residuals analysis was performed. The outliers can be identified as those observations with standardized residual values above 3.3 (or less than -3.3). Once, the Studentized Deleted Residual were less or equal to 3.00, in absolute value, we confirm the nonexistence of outliers (Erford, 2008). Additionally, the maximum value for the Cook's distance (0.153) was less than 1.00, indicating that there are no influential data on the regression (Erford, 2008).

5. Discussion and Conclusion

This research reveals an important framework for event managers, being very important for the promotion of Essence of Wine and the city of Porto.

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