

Wine Consumer Behaviour in Turkey: An Emerging Market

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ABSTRACT

The purpose of this study is to segment Turkish wine customers based on consumers' generational cohort and involvement level. The study also explores the characteristics of the customers in each group based on their drinking motivations, wine attributes, information sources, wine consumption, purchase behaviour, and socio-economic characteristics. The study's data were collected from listed mail addresses on universities, institutes, and company websites through a structured online questionnaire. The sample included 708 respondents. Consumers were initially grouped into three different generational cohorts based on birth year (Baby Boomers, Generation X, and Millennials). The consumers were further grouped into three different involvement levels (high, moderate, and low). The groups were then profiled using ANOVA, principal component analysis, and chi-square analyses. After grouping consumers into three groups based on involvement levels, and generational cohorts the study clearly identified the differences between groups regarding wine attributes, purchasing behaviour, information sources, consumption behaviour, and socio-demographic characteristics. Although there are many studies examining wine consumers in the literature from diverse countries, this is the first study investigating wine consumers based on involvement levels and generational cohorts and in Turkey.

Keywords: Turkish wine consumers; wine marketing; consumer behaviour; generational cohorts; involvement levels; wine drinking motivations; wine purchasing behaviour; wine consumption behaviour; market segmentation

ÖZ

Bu çalışmanın amacı, Türk şarap tüketicilerini yaş kuşaklarına ve ilgi düzeylerine göre bölümlere ayırmaktır. Çalışma ayrıca her gruptaki müşterileri şarap içme nedenlerine, şarapta aranan niteliklere, tüketicilerin yararlandığı bilgi kaynaklarına, şarap satınalma ve tüketme davranışlarına ve sosyo-ekonomik özelliklerine göre incelemektedir. Çalışmanın verileri, önceden hazırlanan bir çevrimiçi anket aracılığıyla üniversiteler, enstitüler ve şirketlerin web sitelerinde listelenen posta adreslerine gönderilerek toplanmıştır. Araştırmanın örneklemi 708 katılımcıyı içermektedir. Çalışmada tüketiciler başlangıçta doğum yıllarına göre üç farklı yaş kuşağı grubuna ayrıldı (Baby Boomers, X kusağı ve Y kuşağı). Tüketiciler ayrıca şarap konusundaki ilgi düzeylerine göre üç gruba (yüksek, orta ve düşük) bölündü. Gruplar daha sonra ANOVA, temel bileşenler analizi ve ki-kare analizleri kullanılarak incelendi. Çalışmada daha sonra, gruplar arasındaki farklılıklar şarapta aranan nitelikler, bilgi kaynakları, satınalma ve tüketim davranışı ve sosyo-demografik özellikler açısından belirlendi. Literatürde farklı ülkelerden şarap tüketicilerini inceleyen birçok çalışma olmasına rağmen, bu çalışma, şarap tüketicilerini kuşaklar ve ilgi düzeylerine göre inceleyen Türkiye'deki ilk çalışmadır.

Anahtar Kelimeler: Türk şarap tüketicileri; şarap pazarlaması; tüketici davranışı; yaş kuşakları ; ilgi düzeyleri; şarap içme nedenleri; şarap tüketim davranışı; şarap satın alma davranışı; pazar bölümlendirme

DEDICATION

To My Love, Parastoo

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Chapter 1

INTRODUCTION

1.1 Research Philosophy

The globalization of the world wine industry, consolidation of international trade, being integrated with distribution channels, and intricate competition, changes in consumption patterns, and new product development initiatives have recently made the world wine market increasingly complex. On the supply side, good-quality wines from new world-producing countries, such as Australia, New Zealand, South Africa, Argentina, and Chile, have started to compete with wines from old world countries (mainly Europe). Furthermore, New World countries (such as the US and Australia) have acquired new techniques in wine production and greater understanding of customer-oriented wine marketing. As a result, the wine industry has become a representation of a monopolistic competition structure characterized by many wineries of different sizes, wine categories, styles, and brands (Ferreira et al., 2020; Galati et al., 2020).

On the demand side, there have also been tremendous changes in recent decades. There are different customers with variety of preferences and tastes in the global wine market. Wine is an alcoholic beverage associated with Western nations historically, spiritually, and culturally. Western culture has a strong influence globally nowadays, and the Western way of living is gaining popularity all over the world. As a result, many countries with various social structures, cultures, religions, and political systems

respond to these changes in different ways. The international wine trade has recently increased by expanding demand and supply mainly in Asian countries, such as India and China (Mariani et al., 2020; Nassivera et al., 2020). Further, the enormous potential for alcoholic beverages in culturally different societies shaped by Western culture cannot be denied.

Consumption of alcoholic beverages in Islamic countries comparable to Western civilizations is one of the radical shifts that run against Islamic culture, religion, and political structure. In Islam, and specifically in the Quran, drinking wine is a major transgression that goes against Islamic culture and religion. Therefore, exploring the characteristics of wine consumers in a country where drinking alcohol is considered inappropriate by the government and also historically viewed as taboo by most of the population for religious grounds can aid better understanding of this new situation from both supply and demand perspective.

1.2 Statement of the Problem

The majority of studies on wine consumer's behaviour have been carried out in societies where consuming alcoholic beverages is commonplace (Bruwer et al., 2017; Calvo-Porrall et al., 2019; Roe & Bruwer, 2017). Surprisingly, little research has been conducted on culturally different alcoholic beverage markets, which can exhibit very distinct behaviour due to a variety of constraints and can affect consumer's judgment on buying and consuming wine. Hence, the wine domain can be very challenging for researchers and practitioners due to the inherent difficulties that make wine to be a highly complex product in nature. Hence, markets that are still building their routes but have growing potential remain obscure, and it is still unclear whether the

developing markets react to the marketing strategies in the same way as matured markets (Lockshin & Corsi, 2012).

Although price is an indicator of perceived quality (Grant et al., 2015), other extrinsic and intrinsic cues, such as geographical regions (McCutcheon et al., 2009) and brands (Goldman, 2012), can affect wine consumers' judgments on buying wine (Thomas & Pickering, 2003). Further, numerous perceptions, such as wine as a healthy alcoholic beverage, good for food matching, and the quality of being sociable (Silva et al., 2015), have gradually evolved the symbolic meanings of wine in consumer lifestyles and complicated their decision-making process (Bruwer et al., 2002; Charters & Pettigrew, 2008).

Therefore, a deeper understanding of wine consumption behaviour, is needed in the domain of wine marketing in these markets. This study addresses this gap by exploring wine consumer decision-making process of Turkish wine consumers from different generations and with distinct involvement levels. It explores the characteristics of the customers in each group based on their drinking motivations, wine attributes, wine consumption behaviour, information sources, wine purchase behaviour, and socio-economic characteristics.

1.3 Purpose, Significance, and Contribution of the Study

Turkey is not considered a big global wine producer, although it is located in a very fertile area and has a favorable climate for grape production. It is ranked sixth in world grape production, after China, Italy, the United States, France, and Spain (International Organisation of Vine and Wine, 2019).

Turkish wine customers' tastes and preferences have recently changed as a result of increased interactions with the Western world, and they have come to expect higher-quality wines. However, the government uses a wide range of public initiatives aimed at limiting alcohol consumption for political and religious reasons. Excessive taxation on alcoholic beverages and outlawing all types of alcoholic beverage promotion and advertising, including sponsored promotion activities, free giveaways, and festivals are examples of policies that have been applied by Turkish government (Schweizer & Hacaoglu, 2013)

As the wine business has evolved and become more competitive across the world, wine consumption habits and traditions are changing and becoming more fragmented in the growing market segments consumers (Lembke & Cartier, 2020; Nassivera et al., 2020; Thach et al., 2021; Wiedmann et al., 2014). Hence, this study first attempts to segment Turkish wine consumers based on their generational cohorts. Further, the consumer's involvement level in a product is important in judging and understating consumer behaviour regarding the product. Therefore, the study also attempts to segment Turkish wine consumers based on their level of involvement. It is also helpful to use differentiation marketing strategies and offer the best customer service to gain loyalty in such an environment (Ellis & Caruana, 2018; Schaufele et al., 2018; Velikova et al., 2015). This study contributes to the literature by opening a new research area on wine consumption behaviours in countries with strong restrictions and religious influences and establishing a benchmark as a case study.

1.4 Research Aims and Objectives

This study aims to segment Turkish wine consumers based on their generational cohorts and profile them according to their motivations to drink wine, wine

consumption behaviours, wine attributes, wine purchase behaviours, information sources and, socio-economic characteristics. The generations are substantial, measurable, and differentiable; as a result, they are accessible and actionable through the use of different marketing strategies (Pew Research Center, 2017).

Further, the wine market is multi-dimensional in terms of its consumers. Consumers differ from one another in a variety of ways, including their preferences, lifestyles, and opinions. Various antecedents, such as commitment, knowledge, information seeking, experience, income, and age, effect consumers' level of involvement in wine (Richins & Bloch, 1986). The constructed involvement profiles based on involvement theory may be of value for market segmentation (Kapferer & Laurent, 1985; Laurent & Kapferer, 1985). Hence, this study attempts to cluster Turkish wine consumers according to their involvement level and profiles them on the basis of information sources, drinking motivations, wine attributes, wine purchasing behaviour, socio-demographic characteristics, and wine consumption behaviour. This aids in understanding the characteristics of wine customers in such markets and concludes implications for producers, marketers, consumers, and policy makers.

1.5 Research Outline and Structure

The chapters of this study are as follows. Chapter 1 is the study's introduction, which describes the research philosophy, problem statement, significance, purpose, aims, and main objectives of the study. Chapter 2 focuses on the literature review, which includes an overview of wine in Turkey, the conceptual framework, and hypotheses developed based on generational cohort theory and involvement theory. Two tables that summarize the main wine segmentation studies based on generational cohort and involvement theories used in this research are also provided in this chapter. Chapter 3

explains the research methodology employed in this study and explains how the research was designed to collect the data and formulate the questionnaire. In Chapter 4, the findings, including analysis of the data and empirical results, are presented in detail. In Chapter 5, the discussion and conclusions are presented. The implications for the industry as well as theoretical contributions are also discussed. The dissertation concludes with limitations, suggestions, and ideas for further research.

Chapter 2

LITERATURE REVIEW

An overview of wine in Turkey is first provided in this chapter. The main perspectives regarding the generational cohort theory, involvement theory, motivation theory, attribute theory, and information sources theory in the context of wine, which construct the study's conceptual framework, are discussed. Further, existing literature regarding segmentation studies on wine based on consumers' generational cohorts and their level of involvement is presented and leveraged to develop the hypotheses of the study.

Two tables that summarize the main wine segmentation studies based on generational cohorts and involvement levels are also presented at the end of this chapter.

2.1 Wine in Turkey: An Overview

Historically, winemaking, and viticulture have been a part of Turkish culture for a long time. The grape was discovered as early as 6000 BC in the triangular region of Georgia Armenia, and East Anatolia (Kayıkcıoğlu & Arikan, 2020; Özay et al., 2005; Turker & Alaeddinoglu, 2016). Wine had a profound impact on the social lives of Anatolia's early civilizations, such as the Phrygians and the Hittite Empire.

From 1299 to 1923, during the Ottoman Empire's reign, drinking wine was prohibited under Islamic law; thus, wine production and commerce were mostly conducted by non-Muslim minorities (Matthee, 2014; Özdemir, 2013; Yapucu, 2011). Although certain severe sanctions, such as banning alcohol consumption and sales, as well as

closing wine bars, were imposed, they were relaxed most of the time, since the tax on alcohol sales was one of the important income sources of the Ottoman Empire treasury (Koyuncu & Tabakoglu, 2019). Even when alcohol was outlawed, it was permitted to be carried into and around Istanbul for non-Muslims for home consumption.

Only after the establishment of the Republic of Turkey did the Muslim community begin to engage in wine production. The first local wine-producing facilities were founded in 1926 and 1929. A state-run business (TEKEL) was nationalized in 1925, and with the collaboration of a few small wine producers in the private sector, they started and promoted alcohol production (Özay et al., 2005; Ribeiro et al., 2020). The first winery was opened in 1931 in Tekirdağ, followed by Izmir (1935) and Tokat et al. (1943). Due to the monopoly, this was a period when producers had to produce cheap table wines, and only a limited variety of wines was available on the market. Wine production and sales have been engaged in by the private sector since 2003 (Buzrul, 2013).

After China, Italy, the United States, France, and Spain, Turkey was ranked sixth in global grape output (OIV, 2019). Despite the fact that Turkey is located in a very fertile geographical area and has a favorable climate for grape growth, the country is not regarded as a big worldwide wine producer. In 2018, the total area under grape cultivation was 448,000 ha, and production was 3.9 million tons (OIV, 2019). However, it is estimated that only 3% of the grapes grown are used to make wine, amounting to 49.6 million hectoliters. The export value of wine was USD 9.7 million in 2017, with almost 2.9 million hectoliters of wine exported, whereas 2.0 million hectoliters was imported (Republic of Turkey Ministry of Trade, 2021). The United

Kingdom, the Turkish Republic of Northern Cyprus, Germany, and Belgium account for the majority of wine exports from Turkey.

The total domestic wine consumption in 2016 was estimated at around 51 million liters in Turkey. The per capita wine consumption in Turkey was around 0.9 liters (OIV, 2021), which is far lower than the main European countries, such as France for 46 liters and Italy for 46.6 liters (Karlsson, 2022). However, the tastes and preferences of wine customers, especially in big cities, have recently changed due to their greater contact with the Western world, and they have begun demanding higher-quality wines.

2.2 Theoretical Frameworks

Wine is a complex product with several brand hierarchies and decision-influencing factors (i.e., intrinsic and extrinsic cues) (McCutcheon et al., 2009). A variety of social, economic, attitudinal, demographic, cultural and psychological factors also affect wine consumption (e.g., Fogarty & Voon, 2018; Hart & Alson, 2020; Niklas & Sadik-Zada, 2019). The consumer behaviour discipline is fundamentally concerned with understanding how and why customers purchase products and services. The purpose of consumer behaviour studies is to characterize and anticipate how customers will act when presented with several product choices (Hauser & Urban, 1979). In accordance with this purpose, and as a result of the very complex character of wine as a commodity, a greater knowledge of the key determinants of consumer wine perception and consumption behaviour is required. Hence, this study analyses motivation theory, generation theory, involvement theory, attribute theory, and information source theory in the context of wine. The synthesis of the theories is subsequently presented as the study's conceptual framework. Based on the conceptual framework and discussion the hypotheses of the study are presented.

2.2.1 Motivation Theory

Motivation is defined as a desire or emotion that acts on the will and causes it to act. Hence, motivation provides the motor for behaviour in this sense (Fiske & Taylor, 1984). The motivation concept has been a dynamic psychological theory with a long history. Dichter (1964) conducted interpretative and psychoanalytic investigations of consumer motivation in the 1950s and 1960s. The hierarchy of needs proposed by Maslow is a general explanation of human motivation. Other theories have also been offered by implying the presence of motivational traits to account for individual motivational differences, such as the need to think as the cognition need (Cohen et al., 1955), the desire to wield power on others as the need for power and need to fit as the need for affiliation by Atkinson (1958), and the need to accomplish something great and/or to be praised as the need for achievement (McClelland, 1961).

Individual psychological characteristics or the goal of a purchase determine the incentives that influence certain decisions. People differ in their personalities and attitudes, and, as a result, they differ in their motivations (Heitmann, 2011). In that sense, personal characteristics, such as aspirations, status, and self-image, can influence wine purchasers (Charters & Pettigrew, 2006). Studies on drinking behaviour literature have generally focused on the motives behind drinking alcohol, the relationship between drinking and building or maintaining social relationships in general and establishing status in groups or society. Nevertheless, only a few studies have attempted to examine wine drinking motivations (Gustavsen & Rickertsen, 2020; Moran & Saliba, 2012). These motives determine the role of wine in consumers' lives as well as in relationships with others.

Hall et al. (1997) identified social and psychological factors, as well as characteristics of the wine itself, as wine consumption motives. Consumers may also drink wine to impress others (Hall et al., 2004), or share and discuss about wine (Mitchell, 2006). Charters and Pettigrew (2008) divided motives for wine consumption as experimental and symbolic in an extensive qualitative study. Experimental motives include enjoyment of the key elements of tasting wine, food pairing, and sociability. Symbolic motives are discussed as ritualistic expression, historical perspective (often family background), and image or prestige.

Ten wine consumption motivations identified by Brunner and Siegrist (2011), including style, intellectual challenge, health, sociability, self-expression, food reaction, tradition, pleasure, and fun.

2.2.2 Generation Theory

Mannheim (1952) introduced the generational cohort theory, which it's been used by many others ever since (Inglehart, 1997; Straus & Howe, 1997). The theory groups people who were born during the same time period and who encounter comparable external circumstances (Rahulan et al., 2015; Schewe & Meredith, 2004). According to the theory, people who come across the same cultural, social, historical, economic, and political events during their becoming-adult ages (usually between the ages of 17 and 23) share common preferences, behaviours, and values throughout their lives. Significant cultural phenomena and historical events lead the generational cohort to create lasting collective memories (Dencker et al., 2008; Motta & Schewe, 2008). Experiencing common major events for each generational cohort shapes common attitudes, values, and beliefs and causes one generation cohort to differ from another (Carpenter et al., 2012; Motta et al., 2002; Thompson et al., 2018).

Given that individuals in a cohort are thought to have similar attitudes, values, and beliefs, generational cohort-based segmentation has been shown to be very effective in marketing. Generational identity may significantly influence purchasing and consumption patterns (Parment, 2013; Ritchie, 2007). In general, a segmenting market based on generational cohorts is more effective than chronological age (Chaney et al., 2017; Parment, 2013; Ting et al., 2018). Previous researchers use generational cohorts to understand differences between generations in terms of food consumption behaviour (Kamenidou et al., 2019), upcycled food shopping (Zhang et al., 2020), consumers' retail attributes (Kim et al., 2019), non-grocery shopping trips (Marjanen et al., 2019), and tourist consumer behaviours (Huang & Lu, 2017). Generational cohort segmentation has also been shown to be effective in analyzing the behaviours and preferences of wine consumers (LaTour et al., 2021; Thach et al., 2021; Wolf et al., 2018).

2.2.3 Involvement Theory

Involvement theory gained a key place in consumer behaviour due to its substantial impact on consumers' decision-making processes (Laurent & Kaprerer, 1985). Involvement refers to an internal state expressing the level of attention or interest a consumer pays toward a product (Bloch, 1982). Involvement level can be classified based on the level of effort customers put into the product, the time spent making the decision, and the risk involved in the purchase itself (Bell & Marshall, 2003). The involvement level emphasizes the significance of environmental or situational aspects related to an individual's motives and needs within a decision-making or purchase context (Mittal, 1989).

According to scholars (Kim & Sung, 2009; Laurent & Kapferer, 1985; Michaelidou & Dibb, 2006; O'Cass, 2000; Tyebjee, 1979; Zaichkowsky, 1985), the involvement

construct can be classified into three categories: situational, enduring, and response. Enduring involvement relates to a product category's overall personal relevance (Ogbeide & Bruwer, 2013), whereas situational involvement is mostly a consequence of short-term changes in the consumer's immediate surroundings, such as an in-store promotion (Lee & Lou, 1995).

Measuring the level of involvement depends on how it is conceptualized. Prior to the 1980s, Traylor and Joseph (1984) and Zaichkowsky (1985) established unidimensional metrics to access the involvement construct. This began to shift in the late 1970s. According to Rothschild (1984), no single indication of involvement can adequately characterize, explain, or predict involvement. They believe that the richness of the involvement concept cannot be captured by a single dimension (Quester & Lim, 2003). The dimensions of involvement, as well as the scales used to quantify it, have been disputed for decades. Researchers have mostly concurred with measuring involvement as a multi-dimensional construct (Michaelidou & Dibb, 2006).

Involvement level varies across individuals, products, and situations (Bell & Marshall, 2003). Schifferstein and Desmet (2010) stated three main product-related appraisals that may vary according to the product involvement level: pleasure-based products providing pleasure, aspiration-based products help consumers realize their objectives, and consumer expectations should be met or exceeded by integrity-based products. Indeed, some products engage consumers more in comparison to others and have all attributes that are the sources of involvement, such as wine (Laurent & Kaprerer, 1985; Bruwer & Buller, 2012). With Zaichkowsky's (1985) first wine-specific involvement study, wine has long been considered a product category particularly suited to involvement research. Wine as a product has pleasure and sign value. It is perceived

as an important product by some consumers. There is also a perceived risk in the purchasing process of a wine bottle (McCutcheon et al., 2009). Additionally, great variation in involvement levels among wine consumers indicate the generic excitement, relevance, and feeling of interest in wine as a product (Famularo et al., 2010) and emphasizes the high importance of involvement in this product category (Hollebeek et al., 2007).

Wine consumers are mostly classified as high and low involvement levels (Aurifeille et al., 2002; Celsi & Olson, 1988). However, the third level of medium involvement has been recognized and used from time to time (Charters & Pettigrew, 2006; Lockshin & Knott, 2009). As indicated by Lockshin and Knott (2009), there is growing recognition of the third segment: moderate- or medium-involvement wine drinkers. According to the literature, there is a distinction between customers' high and low levels of wine involvement. Consumers with a high level of involvement read specialty magazines, discuss their hobbies, talk to salespeople, and linger with friends and in the retail outlet (Lockshin et al., 1997). They use intrinsic cues, such as country of origin, rather than extrinsic cues, in their wine purchasing decisions (Bruwer & Buller, 2013) and consume more organic wine (Szolnoki & Hauck, 2020). By contrast, consumers with a low level of involvement do not consider wine to be a part of their lifestyle and, as a result, do not devote much time to expanding their wine expertise (Barber et al., 2008).

2.2.4 Attribute Theory

Product attributes are the criteria by which customers evaluate products before making purchase choices. According to Wu et al. (1988), product attributes are defined as a product's physical properties that are quantifiable and objectively measurable. Other researchers (Grapentine, 1995; Jamal & Goode, 2001) have broadened the definition

to cover all evaluating factors, including subjective properties of a product such as brand, and country of origin, and objective properties of a product such as style, comfort, quality, and other product aspects that a buyer may regard as beneficial or valuable. Jamal and Goode (2001) and Zeithaml (1988) classified product attributes as either extrinsic or intrinsic. Extrinsic attributes are those that are not inherent in the actual object itself, such as brand, country of origin, and price. Intrinsic attributes, by contrast, are unique to a product and cannot be changed. They include physical characteristics such as ingredients, shape, color, flavor, and aroma.

According to Zeithaml (1988), the relevance of intrinsic versus extrinsic attributes varies depending on the situation and the product. For instance, if intrinsic attributes are available and evaluable at the time of purchase, they can be considered key quality indicators. However, in many cases, such as wine, they will be inaccessible until consumption; therefore, extrinsic attributes will be considered instead. Samiee (1994) and Nebenzahl et al. (1997) claimed that extrinsic attributes, such as country of origin, are especially significant when consumers evaluate items for which intrinsic information, such as product quality, is unavailable. The roles of typicality, geographic origin (Martinez-Carrasco et al., 2005; Spielmann, 2015), sensory characteristics, price (Ashenfelter, 2008; Lecocq & Visser, 2006), awards, producers' reputation, and wine brand (Caracciolo et al., 2016; Schimmenti et al., 2016) have also been investigated regarding the quality of wine. Recent literature has found that consumers' assessments of wine quality are mainly based on extrinsic attributes (Sáenz-Navajas et al., 2013; Schäufele & Hamm, 2017). Consumers may depend on other wine cues, such as awards obtained or grape varieties (Corsi et al., 2012). Brata et al., (2022) concluded that when choosing a particular sort of wine, consumers between the ages of 35 and 45 give priority to intrinsic cues.

2.2.5 Information Sources Theory

Before consuming wine, consumers have a limited ability to evaluate its value, as most wine attributes can be assessed while being consumed. Therefore, wine consumers rely on extrinsic cues (Bruwer et al., 2013), such as information sources, to reduce decision-making costs and poor purchasing decisions (Celhay & Passebois, 2011). The categorization of information sources has been operationalized in previous studies using a variety of different approaches. Famularo et al. (2010) outlined indirect and direct channels as sources of wine information. Murray (1991) categorized information sources as internal and external. External information is knowledge obtained from the outside world, whereas an internal information source is knowledge that a consumer has stored in their head as a result of previous experiences. Middleton and Clarke (2001) categorized wine information sources as consumer-based (such as media, website, magazines, and wine outlets) or market-based (such as reference groups, post relevant experiment, family/friends and educational institutes). Dodd et al. (2005) and Taylor and Barber (2016) operationalized sources of information into three main categories: personal (e.g., salesperson, family, or friend recommendations), impersonal (e.g., internet, wine critics, or publications), and self (previous personal wine experience). Bauman et al. (2019) introduced Web 2.0, such as wine applications, wine blogs, contact, and expert recommendations in social media, as information sources, and found that Web 2.0 information sources were much more popular with younger consumers.

2.3 Conceptual Framework and Research Hypotheses

Motivation theory, involvement theory, generation theory, attribute theory, and information sources theory are integrated into the conceptual framework of this study to describe how socio-demographic characteristics, drinking motivations, the

importance of potential value indicators, consumption behaviour, and purchasing behaviours of wine consumers differ regarding their generational cohorts and wine involvement levels. The macro environment forces, which consist of the political, technological, socio-cultural and economic environment that affect wine consumer behaviour, are also included in the conceptual framework.

2.3.1 Macro Environment

The external forces that affect marketing management's ability to create and maintain fruitful connections with target customers are known as the marketing environment. Kotler and Armstrong (2016) stated that consumer buying behaviour is the term used to describe how consumers' final purchasing decisions are affected by their environment's political, social, technological and cultural contexts. In general, these factors are beyond the control of marketers, but they can be used as guides. According to Mbithi et al. (2017), the performance of a strategy is significantly influenced by the macro environment.

2.3.1.1 The Political Environment

Legal and political forces as macro environment elements have an impact on how consumers perceive marketing initiatives, according to Priporas et al.'s (2019) study. Political environment changes have a big impact on marketing decisions. The political environment consists of laws, pressure groups, and government agencies that influence or limit different groups and people in a particular society. A vast array of laws and regulations applies to almost all marketing-related activities. Business legislation approves to prevent unfair competition, protect customers from unfair business activities, and protect society's interests as a whole (Kotler & Armstrong, 2016).

According to cross-country studies, there is a correlation between the overall number of rules in place and alcohol consumption (Brand et al., 2007; Paschall et al., 2009).

Regulations frequently alter the quantity and nature of information provided to consumers or the actual price that consumers must pay (Day & Brandt, 1974). All societies impose taxes on alcoholic beverages to control consumption, and they do so through non-price mechanisms (Meloni et al., 2019). According to Srivastava and Zhao (2010), governments generate both nontax and tax mechanisms to combat alcoholic beverage externalities that cause harm. The social costs of taxing to control human behaviour, as well as the most effective treatments and tax rates for various forms of alcohol, such as wine, have also been examined before (Griffith et al., 2017). Previous researchers have also focused on the effects of taxes on wine consumption and their political consequences (Poarici et al., 2015; Santini et al., 2013; Szolnoki, 2013).

A legislation restricting alcohol advertisements and sales in liquor stores after 10 p.m. was approved by the government of Turkey in 2013. Additionally, it forbids alcohol producers and distributors from supporting sporting activities. The Turkish government has adopted tax increases and many alcohol legislation, including a special consumption tax and a health tax, in the previous ten years. Such policies have lowered the supply and demand for all alcoholic beverages like wine in Turkey (Bilgic & Yen, 2015). Turkey is tightening its alcohol laws as government works to integrate Islam into the country's politics.

2.3.1.2 The Socio-cultural Environment

Factors that have an impact on a society's fundamental beliefs, behaviours, preferences, and perceptions are considered socio-cultural environments. Marketing choices may be impacted by cultural traits. Various fields of knowledge have different definitions for "culture". De Mooij (2010), a social scientist, claimed that culture is a social unit made up of a variety of religious values, language, traditions, convictions,

symbols, and attitudes. Each culture and subculture in a civilization has its own philosophical stance (Jennings, 2010), and consumer behaviour and social relationships are heavily influenced by cultural influences (McCracken, 1986). As a result, various cultures influence various behavioural patterns. Reisinger and Turner (2012) posited two ideas for comprehending the cultural identity of a community: the ideological and the material. Ideology reveals what individuals value and cherish, whereas material culture dictates what to wear, what to eat, and even what to do at a dinner party, for example.

People from various cultures or geographical areas differ greatly in terms of their eating and drinking habits, tastes, and product selections. How consumers react analytically and hedonistically to the information arriving from their senses depends greatly on the society into which they are born and within which they are socialized (Prescott, 2015). Old Wine World (such as Spain and France) and New Wine World (such as New Zealand and the USA) cultures have all been the subject of previous research examining the inherent qualities of wine (e.g., Saenz-Navajas et al., 2013; Valentin et al., 2016). Beckert et al., (2017) showed consumers with different levels of cultural capital assess wine quality differently. Saenz-Navajas et al. (2013) emphasized more on cross-cultural differences in wine appreciation. The examination of the components and clusters created by Dubow in his segmentation models for the wine industry has demonstrated that occasion-based motivating categories are influenced by cultural background group (Hall et al., 1997).

A change in the cultural environment increases the likelihood that behaviour will change. This suggests that it may be possible to acquire new consumer behaviours that are impacted by culture (Joynt & Warner, 2002). Asian and Western societies exhibit

the most behavioural cultural distinctions (Samovar & Porter's, 2009). Any attempt to identify wine consumption patterns should take cultural considerations into account (Hall et al., 1997). Therefore, it is crucial and potentially valuable to examine how cultural differences actually affect consumers' wine drinking habits in cultures other than Western societies.

2.3.1.3 The Economic Environment

The economic environment includes economic forces that have an impact on consumer spending and purchasing power. Markets are significantly impacted by changes in key economic indicators, such as income, cost of living, interest rates, and saving and borrowing habits (Kotler and Armstrong, 2016).

Turkey has an emerging market economy and is often classified as a newly industrialized country (Mankiw, 2007) as opposed to western countries such as the US or the UK which are highly developed economies. According to environmentalists, the construction and contracting sector dominated the Turkey economy (Lepeska, 2021). The UK economy is excessively dependent on the service sector and the US has the most innovative economy (House of commons library, 2022). Due to economic reforms and changes in both external and internal variables by the government, Turkey's economic growth has lately slowed. In 2021, GDP per capita of Turkey calculated as 9,626.1 billion US\$ (The World Bank, 2022).

By using panel data for 27 nations, Lee (2013) discovered a connection between alcohol consumption and income. Financial hardship brought on by unemployment may heighten family strife, tension, and anxiety, which could increase alcohol consumption (Catalano et al. 2011). Popovici and French (2013) found that unemployment has a positive and significant impact on alcohol consumption.

2.3.1.4 The Technological Environment

The most dramatic factor currently influencing consumers' futures is probably the technological environment. Consumers' attitudes toward technology depend on whether they are more impressed with its blunders or wonders (Kotler & Armstrong, 2016). The manner in which consumers shop has changed as a result of technology (Grewal et al., 2012); hence, for marketers, new technologies can present exciting opportunities.

In recent years, the wine industry is changing toward the use of technology to create new wine products in an effort to make higher quality wine and satisfy customer expectations for global climate change, sustainability and health. Wine companies are compelled to invest in new technology through new kinds of competition. Companies started producing wine with reduced alcohol content primarily intended to satisfy women's preferences (Saliba et al., 2013). The sizes and formats of wine products are changing, offering more alternatives such as, compact six-pack bottled wines, wine in cartons, bags or in cans (Castellini & Samoggia, 2018). Expectations of customers are also changing as a result of technology. Better knowledge about wine, including the materials used, the wine-making process, history of the brand, and sustainability, is something that consumers desire and need now (Castellini et al., 2017).

The use of technology, particularly the Internet, has altered how consumers make purchases (Qualman, 2009). Wine purchasing has become part of the information era as a result of technology (Halstead, 2013). Wine purchasing in the absence of tastings is typically a difficult task, and the process involves much research as an experiential good. The way consumers negotiate this difficult purchase process has changed as a result of technology. With technology such as QR codes, mobile phone applications,

and wine websites, consumers have more information available to them than ever before, enabling them to make judgments that are influenced by professional reviews, quality-to-price ratios, and social influencers. Applications for mobile phones (i.e., “apps”) have attracted a lot of interest from marketers, as they have high and positive user engagement levels (Bellman et al., 2011) and can change consumers’ purchase intention and emotional response (Rizo et al., 2023).

Recent studies have started to investigate the connections between wine and modern, technology-oriented marketing techniques. Thach (2009) examined how wine companies adopted Web 2.0 techniques and concluded that the adoption of Web 2.0 tactics, such as podcasts, video blogs, and blogs, was rather low. Bouquet (2012) investigated the advantages of using Facebook to raise awareness of brands and maintain customer relationships. Nowak and Newton (2008) investigated the influence of technology on younger wine consumers’ perceptions. Higgins et al. (2014) suggested that wine consumers with a higher level of involvement are more likely to employ technology in their wine purchase decisions.

2.3.2 Consumer Motivations

Previous researchers have discovered different wine drinking motivations among generational cohorts. According to Ritchie (2011), individuals less than 30 years old regard wine as a socially inclusive product, an alcoholic beverage that fosters connections and friendship. Hall et al. (2004) discovered that wine consumers between 18 and 25 years old place a higher value on enjoyment and fun’ as their motivation to drink wine. Relaxing is more important for the 26–34 year old group, whereas mood enhancement and excitement are less important for the 35+ year old group. Millennials are found to be a hedonically oriented cohort, according to Kennett-Hensel et al.’s

(2011) findings. Millennials associate wine consumption with social events (Thach & Olsen, 2005).

Chivu-Draghia and Antoce (2016) found that Millennials consider wine the ideal drink for romantic events. Chrysochou et al. (2012) and Mueller et al. (2011) found that Millennials like drinking wine because it gives them the impression of high social status. However, based on Kennet-Hensel et al.'s (2011) study and contrary to expectations, Millennials are not prestige sensitive.

Buja (2022) emphasized on health benefits of drinking wine. Baby Boomers (Qenani-Petrela et al., 2007) and Millennials (Chang et al., 2016) place a higher value on the possible health benefits of drinking wine. Chrysochou et al. (2012) studied young Chinese wine consumers and found that social communication and body health motivated them to drink wine. Chivu-Draghia and Antoce (2016) also found that wine is preferred by both Generation X and Millennials as is seen as well-suited for socialization and due to its health benefits.

Taylor et al. (2018) divided motivations to drink wine into intrinsic motivational factors of wine (personal attributes) and extrinsic motivational factors of wine (situation attributes) and noted that intrinsic factors correlate positively with consumers' personal involvement in wine. Yuan et al. (2005) found that consumers exhibiting high levels of involvement are motivated to buy wine for pleasure and enjoyment. Nicholson (1990) discovered that knowledgeable wine consumers (i.e., highly involved ones) prompt them to represent prestige and authority.

In another study (Aragão, 2017) found two different clusters based on five motivation dimensions, named “Wine Curious” with a low level of involvement and “Wine Lovers” with a high level of involvement. Conversation was found to be the most noticeable motivation for both groups to drink wine. After a conversation, entertainment is what motivates the former group, and opportunity seeking is what motivates the latter group. Koksai (2020) profiled Lebanese wine consumers based on their level of involvement and stated that highly involved Lebanese consumers consumed wine more for hedonic and coping motives than moderate- and low-involved consumers. By contrast, low-involved consumers were more motivated to drink wine due to weight control than the other two groups.

2.3.3 Consumer Characteristics

Another key aspect that impacts wine selection among different generations is the socio-economic differences among consumers. Gender, age, income, occupation, education, and marital status characteristics of consumers vary greatly. These socio-economic characteristics have an impact on how consumers behave while making a buying choice. In the context of wine, Atkin et al. (2007) suggested that when analyzing customer purchasing behaviour, a good starting point is by looking at their demographic and lifecycle characteristics. Folwell (1980) found that, compared to non-buying homes, the typical wine-buying household has a greater income, fewer members, and more education. According to Rappaport et al. (1993), regarding foods and beverage consumption, women and men differ in terms of convenience, health and pleasure. Le Bel (2005) discovered that women are more receptive to advertisement that communicated the wine's sensory attributes.

Previous researchers emphasized the role of gender on how consumers make wine buying decisions (Atkin et al., 2007; Lanfranchi et al., 2020). Ritchie (2009) claimed

that, despite the fact that wine purchasing is traditionally considered a male role, more females purchase wine. Kelkar et al., (2022) found that basic wine drinkers named “Casual non-conformists” are more female wine consumers. Charters et al. (2011) performed qualitative research that validated Millennials’ perceptions of champagne and sparkling wines as women’s beverages. Baby Boomers and Generation X were mostly self-employed. Generation Z wine consumers are mainly students, single, and earn low incomes. Other generations mainly earn more income and are married. For the most part, Millennials work in either the public or private sectors (Koksal, 2019).

Montgomery and Bruwer (2013) found that female wine consumers can be as involved as their male counterparts. Alonso et al., (2022) identified significant differences between male and female wine involvement changes during crisis. Montgomery and Bruwer (2013) found that females consume more white wine than men, whereas males consume more red wine than females. Women purchase more wine from wine shops and consume wine at pubs, bars, and restaurants (Bruwer et al., 2011; Montgomery & Bruwer, 2013). Although the back label includes much confusing information and can concern females in making the wrong decision about buying wine, label image, logo, and color are considered significant attributes for women (Barber et al., 2006).

Studies have found a direct relationship between involvement level and the age of consumers. For example, older wine consumers are more likely to have higher levels of involvement (Bruwer et al., 2011). Charters and Pettigrew (2006) suggest that this is due to the fact that older people have more financial resources and free time to devote to wine. Bruwer and Buller (2013) identified that wine involvement increases with age, up to age 35–45, and then decreases slowly. However, Montgomery and

Bruwer (2013) found no significant difference between the level of involvement with wine and different age groups and educational levels.

2.3.4 Wine Attributes

Wine attributes are cues used by wine consumers to assess the value of wine. Some of the buying indicators become more important to customers than others, depending on the purchase goal and the situation. Wine attributes play an important role in choosing wine among different generations. According to Lembke and Cartier (2020), Millennials are less interested in grape variety than Baby Boomers and Generation X. Hall et al. (2004) claimed that in general, younger generations are interested less in grape variety as a wine attribute than older ones. Wine quality was found to be a crucial factor for older generations, such as Baby Boomers and Generation X consumers (Hall et al., 2004). Qenani-Petrela et al. (2007) also discovered that Baby Boomers place more emphasis on quality than Millennials do. Radovanović et al. (2017), however, found that premium quality has the most impact on Millennials when buying wine in comparison with other wine attributes.

A study of Italian Millennials reported that higher prices reduced the probability of a wine being chosen (Nassivera et al., 2020). Regarding the price of wine, scholars have identified that Millennials consider value for money to be an important consideration, and in contrary to expectations, this group is not more price conscious and is willing to pay a premium price for wine (Teagle et al., 2010; Bernabéu et al., 2008; Bruwer et al., 2012; Wolf et al., 2005). In Australia, Bruwer and McCutcheon (2017) discovered that Millennials buy less expensive wine than older generations. Lategan et al. (2017) found that South African Millennials considered branding important but that region of origin was one of the least important attributes. However, Spanish

Millennials ascribed more importance to the “designation of origin,” based on de Magistris et al.’s (2011) study, whereas American Millennials prioritized taste experiences.

Regarding labels and packaging, Thach and Olsen (2006) and Chrysochou et al. (2012) discovered that Millennials prefer innovative packaging, and their attractiveness of the label is higher compared to older generations. Qenani-Petrela et al. (2007) discovered that creative labeling is important for both Generation X and Millennials. Elliot and Barth (2012) and Lategan et al. (2017) surveyed Millennials and found that Millennial wine drinkers are more attracted to non-traditional label design and packaging. Pentz and Forrester (2020) found that an alcohol level below 13% is the least important wine attribute for young drinkers under 30 years of age.

Consumer evaluations of potential wine value indicators can differ based on their wine involvement levels. Quester and Smart (1996) discovered a lot of evidence showing that depending on how consumers are involved with wine, they rank the product’s attributes differently. Lowly involved consumers are more likely to utilize price as a strong purchasing clue (Zaichkowsky, 1988). Consumers who have relatively high wine knowledge (Lockshin, 1998) and are attentive to flavor and texture may be willing to spend a premium price (Tustin & Lockshin, 2001). Montgomery and Bruwer (2013) found that price is the paramount cue in purchasing wine, regardless of the level of involvement. Hirche and Bruwer (2014), and Quester and Smart (1996), by contrast, found no proof of price importance reduction as wine involvement level increase.

Highly involved wine consumers place greater attention on appearance and fragrance (Rahman & Reynolds, 2015). Less involved customers perceive quality subjectively,

according to Charters and Pettigrew (2006). The country of origin of wine also has an impact on buyer's perception and is one of the quality metrics (Lockshin & Corsi, 2012). Based on an Australian-based study by Tustin and Lockshin (2001), country of origin is important for both consumers with high and low levels of involvement. However, Hollebeek et al. (2007) found that a wine's country of origin is less important for consumers with low levels of wine involvement.

Producer brand, vintage, and award/medals are also wine attributes that are more important for consumers with high involvement levels (Hirche & Bruwer, 2014; Quester & Smart, 1996). Although grape variety is a much more crucial attribute for highly involved consumers, based on the study by Hirche and Bruwer (2014), another study (Quester & Smart, 1996) found that it is not important for highly involved consumers.

2.3.5 Wine Information Sources

Regarding information sources, Millennials emphasize personal information sources, such as friends and families. Commercial sources, such as brochures, labels, wine reviews, and shelf information, are less important for them (Lategan et al., 2017). According to Atkin and Thach (2012), Millennials showed a demonstrably greater preference for gathering information from reading shelf talkers and from family/friends than older generations, whereas wine stewards, store personnel, and the bottle label are more important sources of information for elders. Camillo et al., (2022) emphasized the importance of word-of-mouth and social media as most important information sources to learn about wine.

Barber et al. (2008) found that the information sources used by consumers with high levels of involvement in wine are more complex than those with low levels of

involvement. Customers with a high level of wine involvement have a stronger desire for a range of information sources as well as more information (Bruwer et al., 2014). Dodd et al. (2005) asserted that consumers who have a lot of objective wine knowledge (highly involved consumers) tend to obtain their information from impersonal sources, such as advertising, reviews, and wine guides.

2.3.6 Wine Consumption Behaviour

Regarding consumption place, Millennials and younger people are more likely to drink wine in bars, pubs, or restaurants (Thach & Olsen, 2006; Chivu_Draghia & Antoce, 2016; Bruwer & McCrutchon, 2017), whereas older age cohorts such as Generation X mainly choose home as a place to drink wine (Teagle et al., 2010). A recent study by Lembke and Cartier (2020) discovered that Millennial consumers in Canada purchase as much and more wine as their previous generations. According to previous studies (Teagle et al., 2010; Chrysochou et al., 2012), Millennial wine drinkers drink and spend less on wine than their Generation X counterparts.

The personality traits of consumers influence the frequency of wine consumption (Gustavsen & Rickertsen, 2018). Sociability is a substantial motive for consuming more wine (Marinelli et al., 2014). Wine consumption frequency is reduced due to agreeableness, whereas openness to new experiences and extraversion enhance it (Gustavsen & Rickertsen, 2018). Gustavsen and Rickertsen (2020) found that an increased frequency of wine consumption is connected to increased food interest.

Wine consumption quantity and frequency increase with the level of involvement. Bruwer and Buller (2013) studied this relationship and found that when a consumer's wine involvement level increases, the frequency and volume of wine consumption also rises. Based on the study by Hirche and Bruwer (2014), in terms of consumption

occasions, both high-and low-involvement customers expected to drink their wine with others, primarily with food. Consumers with a low level of involvement drink wine mostly on special occasions (Lockshin et al., 2001). Consumers with a high level of involvement in wine purchases spend more on wine in comparison with low-involvement consumers (Barber et al., 2008).

2.3.7 Wine Purchasing Behaviour

In Australia, it was discovered that Millennials drink mainly white wine compared to older generations (Teagle et al., 2010). Millennials prefer sweet white wine more than other generations, based on Olsen et al.'s (2007) study. Kruger & Viljoen (2022) found that as consumers age, there is a clear progression from sweeter to drier wine styles. Regarding the type of outlet, Qenani-Petrela et al. (2007) found that Generation X and Millennials were more likely to purchase their wine at liquor stores, whereas Baby Boomers were more likely to purchase their wine from a wine club. Buying wine online was not found to be popular with the US Millennials. They felt that in-person wine purchases would result in better service. (Higgins et al., 2015). Wolf et al., (2022) found that in the US, a third of Generation X, Millennials, and Generation Z wine customers expect doing more of their wine shopping online and less in actual retail stores.

Researchers have shown that the level of wine involvement increases up to as late as age 55 (Quester & Smart, 1998). Bruwer and Buller (2013) discovered that until the age of 45, involvement in wine increases in consumers and then gradually begins to decrease. Those with a high level of involvement prefer Old World wines, mainly from Italy and France (Bruwer & Buller, 2013). Koksai (2020) asserted that consumers with low levels of involvement like to drink local wine. Kemp et al., (2022) found that hedonic and economic factors were the most significant driving forces for buying local

wine. Schaefer et al., (2018) showed that personal values determine the level of exploratory behaviour for purchasing not local wines. High-involved consumers drink much more red wine than lower-involved customers (Hirche & Bruwer, 2014), and they purchase wine from special liquor shops (Koksal, 2020; Lockshin et al., 1997). Oyinseye et al. (2022) stated that highly involved wine consumers choose to make purchases from supermarkets with large offerings of wines and wineries.

All of the mentioned theories and relationships between variables from the literature are integrated into the study's conceptual framework (Figure 1). Consumers' socio-demographic characteristics, drinking motivations, the importance of potential value indicators, and consumption and purchasing behaviours (e.g., wine budget and outlet type) are considered, depending on wine consumers' generational cohorts and involvement levels. Consumers' generational cohort and involvement level in wine form the 'lens' (Figure 1) by which customers' perceptions of wine and purchasing decisions are segmented in addressing the question, "Do consumers' generational cohorts and involvement levels have differing values in and influences on consumers' drinking motivations and value indicators, as well as their consumption and purchase behaviours in wine?"

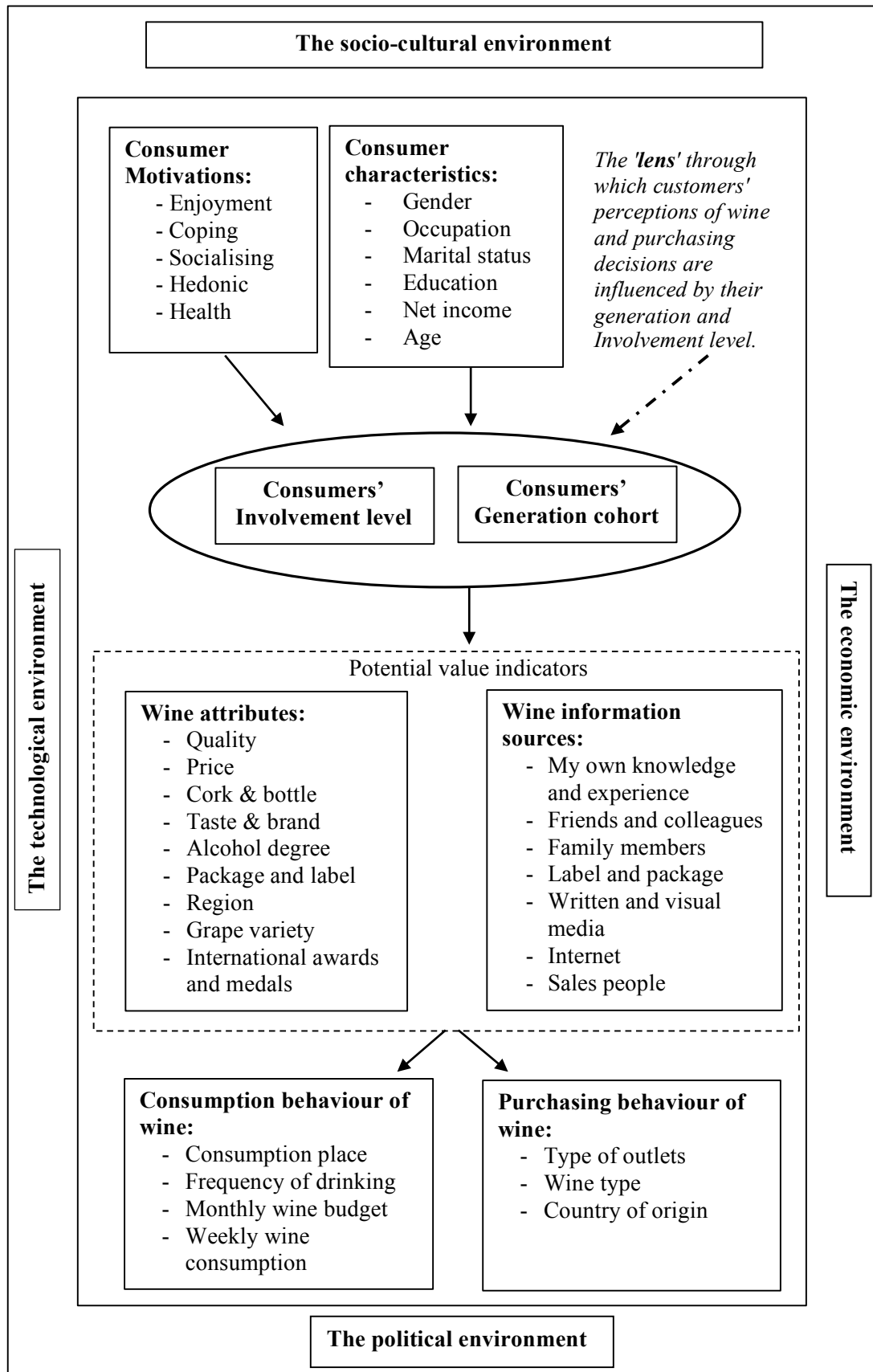


Figure 1: Conceptual framework

2.3.8 Wine Consumer Segmentation

Kotler (1980) defined market segmentation as the division of a market into distinct consumer groups that have different behaviours, characteristics, or needs and may require different product or marketing mixes. It is the separation of a heterogeneous market consisting of customers with varying requirements and desires into homogeneous buyer segments with identical desires and needs. The concept of a homogenous market is unrealistic and impractical. A business cannot connect with a large number of customers at once. Market segmentation is necessary to deal with a wide range of customer expectations and behaviours (Bruwer et al., 2017). Marketing research is more concentrated by focusing on the unique needs of one consumer segment, and as a result, marketers will be able to target their marketing efforts on the needs that have been identified specifically for that segment (Barber et al., 2008).

Traditional market segmentation methods include demographic, geographic, behavioural, and psychographic segmentation (Kotler, 1980; Goodman, 2012). Demographic segmentation separates the market according to factors such as gender, age, and income. Geographic segmentation is the division of a market based on location. Attitude, knowledge, response, and usage of the real product are used as segmentation factors in behavioural segmentation. Psychographic segmentation takes advantage of distinctions in personality and lifestyle (Kotler, 1980).

McKinna (1986) was a pioneer in wine consumer segmentation research on wine consumers based on psychographic variables (Spawton, 1991; Thach & Olsen, 2006). Hirche and Bruwer (2014) and Barber et al. (2006) used behavioural segmentation in their segmentation studies. Szolnoki et al. (2016) investigated wine tourist behavioural characteristics by using segmentation approach. Lockshin et al. (2001) performed

geographic segmentation and investigated the differences in wine purchasing behaviour between Australian and French customers. The relationship between consumer behaviour, consumers' generational cohorts, and product involvement levels in wine has been examined by previous studies (Morey et al., 2002; Thach et al., 2020) suggesting segmentation strategies. Hence, based on the above discussions we can propose the following hypotheses:

Hypothesis 1: Generation X, Baby Boomer and Millennial wine consumers differ in their motivations to drink wine.

Hypothesis 2: Generation X, Baby Boomer and Millennial wine consumers differ based on the wine attributes they consider.

Hypothesis 3: Generation X, Baby Boomer and Millennial wine consumers differ based on the information sources employed.

Hypothesis 4: Generation X, Baby Boomer and Millennial wine consumers differ in their wine purchasing patterns and consumption.

Hypothesis 5: Generation X, Baby Boomer and Millennial wine consumers differ according to their socio-economic characteristics.

Hypothesis 6: Lowly, moderately, and highly involved wine consumers differ in terms of wine drinking motivations.

Hypothesis 7: Lowly, moderately, and highly involved wine consumers are different in terms of wine attributes considered.

Hypothesis 8: Lowly, moderately, and highly involved wine consumers differ in the information sources they employ.

Hypothesis 9: Lowly, moderately, and highly involved wine consumers differ regarding wine consumption and purchasing patterns.

Hypothesis 10: Lowly, moderately, and highly involved wine consumers differ regarding socio-demographic characteristics.

Table 1 and Table 2 summarizes the main wine segmentation studies based on the generational cohorts and Involvement level used in this research.

Table 1: Summary of wine segmentation studies on the basis of consumers generational cohorts

Author	Sample	Country	Findings
Wolf <i>et al.</i> (2005)	416 interviews	USA	Millennial and Baby Boomer consumers indicated good value as the most important attribute of wine. While premium quality indicated by Generation X consumers as the wine's desirable attribute.
Thach & Olsen (2006)	108 interviews	USA	Regarding wine type, Millennials prefer red wine. Taste followed by food pairing potential and good for relaxation were found as Millennials most important motivations to drink wine.
Barber <i>et al.</i> (2006)	334	USA	Front label image, logo and label colour of wine were considered significantly important to women in comparison to males consumers. Women reported wine's back label as hard to read and confusing which concerns them more in the process of selecting wine than men.
Qenani-Petrela <i>et al.</i> (2007)	447	USA	Different generations of wine consumers are different based on wine's quality, labelling, alcohol

			level they consider and type of outlets they purchase their wines from. Different generations of wine consumers are different in their wine's budget allocation and monthly consumption.
Olsen <i>et al.</i> (2007)	5939	USA	Regarding the type of wine all examined four generational cohorts in the study including: Traditionalists, Baby Boomers, Generation Xs and the Millennials prefer dry red wine. No statistically significant differences were found regarding wine consumption place among the groups. The most frequent place for consuming wine was at home for all groups. All groups associate drinking wine with relaxation. Traditionalists and Baby Boomers state health benefits of wine as their second reason to consume wine.
Atkin <i>et al.</i> (2007)	1374	USA	While choosing a wine, female consumers rely more on a sommelier or server, information from store or winery personnel, shelf tags, Labels, award and medals than male consumers. Winery region found as a wine attribute which is very important to both women and men.
Bernabéu <i>et al.</i> (2008)	400 secondary data	Spain	Price, country of origin and wine's type found to be the most important attributes when consumers purchase wine. Young people valued the quality-price relationship as the most important attribute. On the other hand, price was found to be the most valuable attributes for older consumers when purchasing wine.
Ritchie (2009)	5 focus groups including 43 participants	UK	Wine's consumption situation and motivation to drinking it effect consumers' purchasing behaviour. Significant differences exist between wine drinkers who are men and women. Despite the fact that, purchasing wine is often perceived as male function, Females are purchasing more wine.

Teagle <i>et al.</i> (2010)	3,000 secondary data	Australia	Millennials tend to pay slightly more on wine and drink less frequently than other generational cohorts. Millennials prefer drinking wine on social events and consume a greater proportion of white wines in comparison to other generational cohorts.
Kennet-Hensel <i>et al.</i> (2011)	239	USA	Millennial wine consumers are hedonically oriented. They have less expertise in wine and purchase less wine than older generations. This group is neither prestige sensitive nor price conscious regarding wine.
Ritchie (2011)	7 focus groups including 50 participants	UK Wales	Younger adults between the age of 18–30 may not buy wine because a bottle of wine is too big for one person. They consider wine to be a culturally acceptable item that fosters relationships and friendships. As younger adults get older they increase wine consumption as a result of sharing it with their partner or friends. Young adults are willing to purchase wine from a range of outlet types.
Mueller <i>et al.</i> (2011)	11,322	France Germany USA Canada UK	The study tried to determine how Millennial consumers' values, attitudes, and wine drinking habits differ from those of previous generations. Based on study's findings Millennials are less concerned with social values and are more oriented toward status and hedonic success. They prefer to consume Rose' and white wine than red one. In European markets wine consumption and involvement level increases with age. On the other hand, In the US wine consumption and involvement level decreases with age.
de Magistris <i>et al.</i> (2011)	380	USA Spain	Millennials in the United States place the highest emphasis on taste experience and pricing as wine attributes. Wine's label design and brand name affected to both American and Spanish Millennials to some degree. Someone recommendation and social networks

			have shown significant impact on American Millennials wine choices.
Chrysochou et al. (2012)	260	USA	Wine attributes such as label, promotion and also someone's suggestion were determined to be more important to Millennial consumers than older generational cohorts which emphasis more on grape variety as wine attribute.
Bruwer <i>et al.</i> (2012)	659	Canada	Women consume substantially more white wine than men and purchase their wines from on-trade markets. Generation X and Baby Boomers visit the wine tasting rooms more than Millennial consumers.
Atkin & Thach (2012)	409	USA	Millennials rely less on region of origin. Millennials opt for Shelf talkers and friend/family as information sources in comparison with older generations. Older generations prefer wine stewards and store personnel as their information sources regarding buying wine.
Bruwer & Buller (2013)	173	Japan	The level of involvement in wine is impacted by consumers' age. It rises with age until the 45-year age and then it gradually declines. There is positive relationship between frequency and quantity of wine consumed, and consumers' level of involvement in wine.
Chivu-Draghia & Antoce (2016)	91	Romania	Socializing is the strongest motivation for Millennial wine drinkers. They see wine as a low alcohol beverage appropriate for frequent consumption outside their home.
Chang <i>et al.</i> (2016)	1109	USA	The study investigated consumers' perception on health benefits of wine in different ages, genders and ethnic origins. Regarding the age of consumers, healthy impacts of wine found to be more important for Millennials in comparison with Baby Boomers and Generation X consumers.
Bruwer & McCutcheon (2017)	811	Australia	Found that there are significant differences between male and female wine consumers in terms of wine type consumed and the outlet type

			preferred. However, socio demographic factors such as gender and age are not reliable indicators of an individual's wine consumption.
Lategan <i>et al.</i> (2017)	429	South Africa	Based on the study's findings, the most important wine attribute for South African Millennial wine consumers is taste, followed by someone's recommending the wine. Alcohol level and information on back label of wine was found to be the least importance attributes.
Koksai (2019)	444	Lebanon	Differences found between four generations namely, Generation Z, Millennial, Generation X and Baby Boomers regarding their wine attributes, consumption and purchasing behaviours, information sources, and socio-demographic characteristics.
Lembke & Cartier (2020)	500 secondary data + 58 participants in focus groups	Canada	Millennial wine consumers buy the same or even more quantity of wine as Baby Boomer and Generation X consumers. Millennials are less likely than Baby Boomer and Generation X consumers to purchase local wines. Promotion, grape variety and wine reviews are less important for Millennials than the older generational cohorts.
Tait et al. (2020)	467	USA	Millennials are ready to pay much more for wine which has sustainability attributes than Baby Boomer and Generation X consumers. Country of origin is the most important wine attribute for Baby Boomers.
Pentz & Forrester (2020)	646	South Africa	Recommendation by others and a wine which tasted before are the most important wine attributes for the both two age groups investigated (less than 40 and more than 40 years old). Alcohol level and in-store promotions found to be the least important attributes for younger and older cohort respectively.

Table 2: Summarizes the main wine segmentation studies based on consumer's wine involvement levels used in this research.

Study	Sample	Country	Findings
Quester & Smart (1996)	303	Australia	Wine region found to be more important to highly involved consumers in comparison with less involved consumers who consider grape variety to be the most significant attribute of wine. There was no significant differences were found between the low and high-involved wine consumers regarding the price.
Quester & Smart (1998)	303	Australia	Explored the combined effect of wine's consumption situation and the consumers' wine involvement level on the use of wine's attributes.
Lockshin <i>et al.</i> , (2001)	257	France Australia	The study shows differences between Australian and French wine purchasers and suggests techniques geared at identifying highly involved costumers.
Dodd et al., (2005)	632	USA	High subjective knowledge levels are associated with wine consumers' preferences and impersonal sources, but it negatively associated with the use of personal sources of a wine drinker such as sales personnel and friends. Using impersonal sources of information to make purchasing decisions is associated with high levels of objective knowledge.
Charters & Pettigrew (2006)	Focus groups and interviews (including 60 participants)	Australia	Highly involved wine consumers appeared to view quality objectively and are interested more in complexity of wine, while customers with low level of involvement, see wine subjectively and focus more on smoothness and flavour.
Lockshin et al., (2006)	250	Australia	Award and price are more important for consumers with low level of involvement in wine than highly involved ones.
Hollebeek et al., (2007)	187	New Zealand	Consumers with high levels of purchase and product involvement in wine, emphasis more on the country of origin as a wine attribute than consumers with low level of involvement.

			Price is less important for consumers with high product involvement. While, price discount is more important to those with low purchase involvement in wine.
Barber <i>et al.</i> , (2008)	339	USA	The study found significant marketing cues used by wine consumers with low level of involvement in the wine purchasing point and indicated a new involvement category.
Lockshin & Corsi, (2012)	100 published articles from 2004 to 2012	-	Wine consumer behaviour academic journals in the last ten years has been summarized in this study and suggested some research directions for future.
Bruwer & Buller (2013)	173	Japan	Wine consumption quantity and frequency correlate positively with the level of involvement.
Montgomery & Bruwer (2013)	101	USA	There was no significant differences between the low-and high-involved wine consumers in socio-demographic categories of wine consumers including; gender, age, income and education level. Low Involved wine drinkers do not typically use price as an indicator in their wine purchasing choice.
Hirche & Bruwer (2014)	147	Australia	Both low- and high-involved consumers anticipate drinking their wine with other people. However, opposed to low-involved wine consumers, who are more likely to buy wine for others than for themselves, highly involved consumers tend to drink their wine alone.
Bruwer <i>et al.</i> , (2014)	102	UK	Low involved consumers place a higher importance to specific brands than highly involved wine consumers. Price is not less important to highly involved wine customers than it is to low-involved ones. Word-of-mouth, is the most important source of information for both involvement groups. Due to their larger income, men are more active in the wine industry than women.
Rahman & Reynolds (2015)	493	USA	Wine drinking frequency increases the level of involvement in consumers.

Koksal (2020)	498	Lebanon	Coping motivations, hedonic motivations, and weight control motivations distinguished the low, moderate, and high involvement wine consumers. The most significant attributes, for the highly involved wine consumers, were identified as taste, quality, packaging and label. Highly involved wine consumers are mostly well-educated and rely on their own knowledge as a primary source of information and consume more wine in comparison to low and moderately involved ones. Low involved consumers mostly emphasize on price, drink less wine and generally are younger with lower income than other two groups.
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Chapter 3

METHODOLOGY

3.1 Research Design and the Research Context

This study is based on quantitative research with a large sample of Turkish wine consumers. An online survey method was used for primary data collection due to its turnaround speed, convenience, and low cost. This method has been employed in previous segmentation studies (Bruwer et al., 2017; Brunner & Siegrist, 2011). No accurate sampling frame was available for wine drinkers in Turkey. Therefore, the sampling frame was chosen from some Turkish universities, institutes, and companies' websites, and the listed mail addresses were used to reach targeted individuals. Before applying a full-scale study, the questionnaire was tested on 28 master's students and faculty members to avoid any problems with the questionnaire, such as unclear wording or meanings. Then, the mail questionnaire was built on Google Form, whereby respondents could access and complete it online after a unique hyperlink was provided via e-mail. Three filter questions, 'Are you older than 18 years old?', 'Do you drink wine?', and 'Have you purchased any wine in the past month?' were employed in the selection of respondents. The goal was to collect information from a sample size of around 700 people. As a result, 3000 people were contacted, and 708 completed surveys were collected, a response rate of 23.6%. The low response rate was due to the fact that a significant portion of Turkey's population may view drinking alcohol as a sensitive issue for religious and political reasons. As a result, people do

not feel comfortable giving personal information regarding their alcohol consumption behaviours.

3.2 Research Variables

A Turkish questionnaire comprising six sections was formulated to collect the research data. In the first section, six socio-demographic characteristics of the respondents, such as gender, age, marital status, education level, occupation, and net monthly income level, were included. In the second section, the respondents were asked about their level of agreement with their wine drinking motivations on a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). The wine drinking motivation construct was prepared by reviewing the literature (Palma et al., 2014; Thach & Olsen, 2019). The third section evaluated respondents based on wine attributes that influence them during the selection of wine, such as wine bottle, quality, price, cork, brand, alcohol level, package, taste, country of origin, label, and international awards, on a five-point Likert-type scale ranging from 1 (not important at all) to 5 (very important). Information sources such as internet, personal experience, and clerk were included in the fourth section on a five-point Likert-type scale ranging from 1: none to 5: very often. A short version of the wine involvement scale with four items, measuring the interest level, importance level, and consumers' level of knowledge regarding wine on a 5-point Likert scale, was adapted from other studies (Calvo-Porrà et al., 2019; Nella & Christou, 2014; Schaefer et al., 2018) included in the fifth section. The involvement scale had an internal reliability of 0.88. The wine consumption and behaviour, including preferred outlet and wine type, wine budget per month, wine consumption frequency, and consumption amount, are included in the sixth section. Figure 2 shows the steps of the research design and data collection for the study.

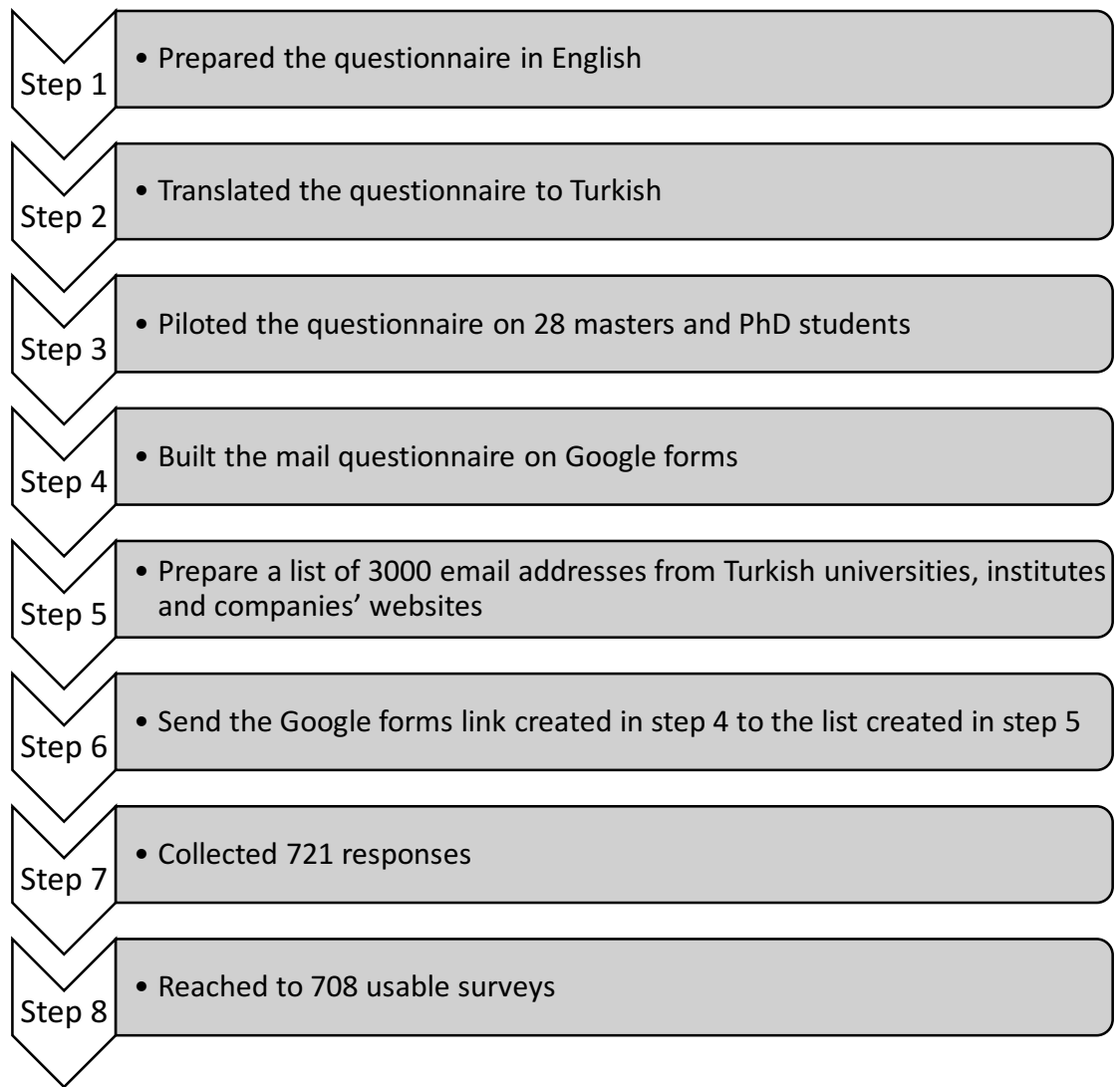


Figure 2: The steps of research design and collecting data

Chapter 4

FINDINGS

The results of the data analysis done to evaluate the hypotheses proposed in Chapter 3 are documented in this chapter.

Section 4.1 outlines the socio-demographic characteristics of the sample. Section 4.2 presents an exploratory factor analysis (EFA) of wine drinking motives. Section 4.3 explains how the study grouped wine consumers based on generational cohorts and how it profiled them based on their wine drinking motivations, wine attributes, information sources, wine purchasing and consumption behaviour, and socio-demographic characteristics. Section 4.4 explains how the study applied two stages of cluster analysis to decide on the number of clusters and who the three main groups were based on the wine involvement construct. The study also profiled the three involvement groups based on their motivations to drink wine, their information sources, their socio-demographic characteristics, the wine attributes they considered, and their purchasing and consumption behaviour.

4.1 Demographic Profile of the Study Sample

According to the demographics, 48.7% of the respondents were male, and 51.3% were female. Regarding age, 12.1% of the study's participants were between 20 and 29 years of age, 29.7% were between 30 and 39 years of age, 25% were between 40 and 49 years of age, 16.5% were between 50 and 59 years of age, and the remaining 16.7% were more than 60 years old. In terms of occupation, 73.3% of the participants were

public and private employees, 7.7% were self-employed, 16.5% were retired, and only 2.5% were student, housewife, or unemployed. Regarding marital status, 62% of the participants were married, and 37.1% were single. In terms of educational qualifications, 62.9% of the participants had completed a master's or Ph.D. degree. 35.3% possessed their bachelor's degree, and the remaining 1.8% held a secondary diploma or associate degree. In terms of net income, the majority of the participants (77.7%) earned more than USD 600 per month, 14.4% earned between USD 400 and 600 monthly, and the remaining 7.9% earned less than USD 400 per month. Table 3 summarizes the information on the sample's socio-demographic characteristics.

Table 3: Sample characteristics

Gender	Frequency	Percentage
Female	363	51.3%
Male	345	48.7%
Age		
20–29	86	12.1%
30–39	210	29.7%
40–49	177	25.0%
50–59	117	16.5%
60 and older	118	16.7%
Occupation		
Private and Public sector employee	519	73.3%
Retired	117	16.5%
Self-employed	54	7.7%
Student, housewife, unemployed	18	2.5%
Marital status		
Single	263	37.1%
Married	445	63.0%
Education		
Secondary/diploma	13	1.8%
Bachelor	250	35.3%
Master and Ph.D.	445	62.9%
Net income per month(\$)		
Less than 400	56	7.9%
400–600	102	14.4%
More than 600	550	77.7%
Total	708	100%

4.2 Motivations for Drinking Wine

To pursue the study's goal, data analysis was carried out using SPSS 20 software. Exploratory factor analysis (EFA) with varimax rotation was applied to motivations for drinking wine. EFA involves data reduction, as it attempts to represent a set of variables by a smaller number of subsets or factor groups. Items with factor loadings of less than 0.5 were removed from the analysis to obtain practical significance (Hair et al., 2010).

Drinking motivations were classified into five categories based on the findings: enjoyment, socialization, coping, health, and hedonic. The results showed that 66.7% of the overall variance changes were explained by EFA. The KMO statistic (Kaiser–Meyer–Olkin) is a measurement of sample adequacy. The value of KMO for the data of this study was 0.80, which fell into the range of being great.

Further, the correlation between items was adequate to proceed with component analysis, according to Bartlett's test of sphericity, χ^2 (136): 4376.203, $p < 0.001$ (Bartlett, 1937). Cronbach's alpha (α), which assesses the internal reliability of the dimensions, varied from 0.71 to 0.87, which was higher than the allowed limit of 0.7 for furthering the study (Cortina, 1993). Composite reliabilities (CR) were also calculated in this study because, in comparison with (α), CR is a more robust reliability measurement (Nunnally, 1994). Since all CRs were higher than 0.7 and higher than the Cronbach's alphas of each factor, the internal consistency was deemed adequate for all of the measuring scales (Peterson & Kim, 2013). The convergent and discriminant validity of each scale was assessed to ensure construct validity. All the

average variance extracted coefficients (AVE) were higher than 0.5, which indicates that all constructs have adequate convergent validity (Fornell & Larcker, 1981).

Common method bias is a prevalent concern with survey data. Hence, Harman's one-factor test was applied in this study (Harman, 1976). Since 27.02% of the variation was explained by one factor, which was less than 50%, the study data were free of common method bias (Podsakoff et al., 2003). The findings of the EFA based on wine drinking motivations are shown in Table 4.

Table 4: EFA based on motivation to drink wine

Motivations to drink wine	Factor loading	Variance explained (%)	α	CR	AVE
Enjoyment		27.019	0.783	0.857	0.601
I drink wine because it is delicious	0.827				
I love the taste of wine	0.785				
Wine enhances the taste of food	0.761				
I drink wine because I love its smell	0.723				
Coping		14.686	0.774	0.820	0.534
I drink wine when I am depressed	0.801				
I drink wine because it improves my mood	0.738				
I drink wine because it reduces my tension during the day	0.727				
I drink wine when I feel lonely	0.650				
Socialising		9.460	0.736	0.806	0.513
I drink wine to get closer to others	0.812				
I drink wine to adapt to the society	0.746				
I drink wine to show that I know more about it to others	0.675				
I drink wine to be more romantic	0.616				
Hedonic		8.646	0.717	0.782	0.547
I drink wine to celebrate something	0.784				
I drink wine to share something special with others	0.778				
I drink wine to celebrate the thing that I accomplished	0.649				
Health		6.908	0.873	0.894	0.809
I drink wine because it balances my blood circulation	0.904				
I drink wine for my health benefits	0.895				

4.3 Segmentation Based on Generational Cohort Theory

To group consumers based on generational cohorts, this study used time intervals that are universally recognized, including Baby Boomers born from 1945 to 1964, Generation X born from 1965 to 1979, and Millennials born from 1980 to 1994 (Eger et al., 2021; Kamenidou et al., 2020; Marjanen et al., 2019). Thus, Millennials included 296 consumers (41.8% of the sample), Generation X included 294 consumers (41.5% of the sample), and Baby Boomers comprised 117 consumers (16.5% of the sample).

Although the COVID-19 pandemic context presents the limitation of applying the survey to all social classes, the sample distribution is fairly in line with the distribution of the population of Turkey, since it has a relatively young population (67.9% are 15–64 years old and 9.7% are older than 65 years old) (TÜİK, 2022).

4.3.1 Profiles of Generational Clusters on the Basis of Motivations to Drink Wine

The wine drinking motivations were grouped into five categories based on exploratory factor analysis (Table 4): enjoyment, socialization, coping, health, and hedonic. In order to see whether there was a link between consumer generations and wine-drinking motivations, the study used ANOVA and post hoc analysis (Tukey test).

The results showed significant differences among all three clustered consumer groups. Hypothesis 1 was accepted, and the conclusion is that there are differences between Baby Boomer, Generation X, and Millennial wine consumers in terms of enjoyment, coping, socialization, hedonic, and health as drinking motivations for wine. Based on the mean scores of the motivations to drink wine, Table 5 presents the cluster profiles. Millennials drink for hedonic and coping reasons. For social and health reasons, Baby

Boomers are more inclined than previous generations to consume wine. However, Generation X consumed wine for enjoyment more than other generations.

Table 5: Cluster profiles on the basis of motivations to drink wine

Motivations to drink wine	Millennials (n:296)	Generation X (n:294)	Baby Boomers (n:117)	F-Value
Enjoyment	3.75	3.96	3.72	6.131**
coping	2.24	1.93	1.95	9.719***
socialization	1.88	1.75	2.05	6.325**
Hedonic	2.64	2.42	2.24	12.403***
Health	2.28	2.62	2.92	13.563***

Note: ***p < 0.001; **p<0.01; *p < 0.05

4.3.2 Profiles of Generational Clusters on the Basis of Information Sources and Wine Attributes

To assess potential links between consumer generations and the two variables of wine attributes and wine information sources, the study used ANOVA and post hoc analysis (Tukey test). The results show that there were statistically significant differences in taste, alcohol level, price, grape variety, region, and international prizes and medals obtained across the three generation groups. Hence, based on the results, Hypothesis 2 was partially accepted, and the conclusion is that there are some differences among Baby Boomer, Generation X, and Millennial wine consumers based on the wine attributes they consider. Price was the most important wine attribute for Millennials. Grape variety, taste, international awards, and medals were the most important wine attributes for Generation X consumers. Alcohol degree was the most important wine attribute for Baby Boomers, and the region of the wine was more important for Baby Boomers and Generation X consumers in comparison with Millennials. Bottle, quality, brand, cork, label, and packaging, by contrast, did not distinguish among the three generation groups. Table 6 shows three-generation cluster profiles based on the mean scores of wine attributes.

Regarding the information sources in the consumers' wine selection process, the results indicate significant differences between the three customer generation groups based on labels and packages of wine, salespeople, internet sources, and consumers' colleagues and friends. Hence, based on the results, Hypothesis 3 was partially accepted, and the conclusion is that there are some differences among Baby Boomer, Generation X, and Millennial wine consumers based on the information sources employed. The results show that Millennials used these information sources more often than the other two generational groups. According to the study's findings, consumers' own knowledge and experience, their family members' recommendations, and the media as information sources did not differentiate the three generation groups. Table 6 shows three generation cluster profiles based on the mean scores of the wine information sources used.

Table 6: Cluster profiles based on information sources and wine attributes

Wine attributes	Millennials	Generation X	Baby Boomers	F-value
Quality	4.35	4.47	4.40	2.118
Price	4.07	4.01	3.69	6.801**
Cork and bottle	3.04	3.37	3.66	13.503
Taste	4.73	4.81	4.60	6.705**
Brand	3.46	3.48	3.62	.918
Alcohol degree	2.89	3.10	3.27	4.841*
Package and label	2.89	2.86	3.09	1.754
Region	3.47	3.74	3.74	4.265*
Grape variety	3.68	4.05	3.85	7.118**
International awards and medals	2.93	3.30	2.97	6.424**
Wine information sources				
My own knowledge and experience	4.02	4.01	3.92	.437
Friends and colleagues	3.49	3.42	3.00	7.945***
Family members	2.46	2.71	2.54	2.467
Label and package	3.14	2.81	3.12	5.168**
Written and visual media	2.64	2.54	2.44	1.071
Internet	3.00	2.60	2.13	19.103***
Sales people	2.33	2.18	2.01	3.029*

Note: ***p < 0.001; **p<0.01; *p < 0.05

4.3.3 Profiles of generational clusters on the basis of wine consumption behaviours

To determine whether there were any statistical differences in wine consumption behaviours among the three wine generation groups, a chi-square analysis was used. The results indicated significant differences among customers in different generation groups based on frequency of drinking and monthly wine budgets (Table 7). Baby Boomers consume wine more on occasions (44.1%) in comparison with Generation X (26.5%) or Millennial (29.4%) consumers. Generation X consumers consume wine more once a week (41.2%) than the other two generations. Millennials consume wine more once a month (31.8%) in comparison with Generation X (20.4%) and Baby Boomers (9.3%). Regarding daily wine consumption, the results indicated that Baby Boomers drink wine more on a daily basis (13.6%) in comparison to Millennials (5.4%) and Generation X (11.9%) consumers.

With regard to monthly wine budget allocation, the results show that Generation X spent USD 13 and more (55.4%) on wine than Millennial (33.4%) and Baby Boomer (42.4%) consumers. Millennials tended to spend between USD 5 and USD 12 (47%) on wine per month, than Generation X (27.2%) and Baby Boomers (32.2%) consumers. The results also indicated that Baby Boomers allocated less than USD 5 on wine (25.4%) per month than Millennial (19.6%) and Generation X (17.3%) consumers. Further, regarding weekly wine consumption and wine consumption location, the study found no significant differences between the three generational groups. The cluster profiles based on wine consumption behaviours are shown in Table 7.

Table 7: Profiles of clusters based on consumption behaviours of the wine consumers

Consumption behaviour of Wine	Millennials	Generation X	Baby Boomers	χ^2 value
Monthly wine budget				35.587***
Less than \$5	58 (19.6)	51 (17.3)	30 (25.4)	
\$5–\$12	139 (47.0)	80 (27.2)	38 (32.2)	
\$13 and more	99 (33.4)	163 (55.4)	50 (42.4)	
Frequency of drinking				40.717***
Special occasions	87 (29.4)	78 (26.5)	52 (44.1)	
Once a month	94 (31.8)	60 (20.4)	11 (9.3)	
Once a week	99 (33.4)	121 (41.2)	39 (33.1)	
Once a day	16 (5.4)	35 (11.9)	16 (13.6)	
Weekly consumption of wine				11.941
Less than one bottle	219 (74.0)	195 (66.3)	84 (71.2)	
1–2 bottles	67 (22.6)	90 (30.6)	25 (21.2)	
3–4 bottles	7 (2.4)	4 (1.4)	5 (4.2)	
More than four bottles	3 (1.0)	5 (1.7)	4 (3.4)	
Consumption place				4.551
Home	233 (80.3)	218 (74.7)	92 (80.7)	
Restaurants	50 (17.2)	64 (21.9)	21 (18.4)	
Pub, Café and traditional Turkish bar	7 (2.4)	10 (3.4)	1 (0.9)	

Notes: ***p < 0.001. Data in the parentheses show relative size of the groups as %.

4.3.4 Profiles of Generational Clusters on the Basis of Wine Purchasing Behaviour

To determine whether there were any statistical differences in wine purchasing behaviours among the three wine generation groups, a chi-square analysis was used. With regard to the analysis, the results showed statistically significant differences among the generation cohorts for the level of involvement, type of outlets, types of wine, and wine's country of origin (Table 8). Based on the findings, Generation X consumers (36.4%) were more involved with wine than Millennials (24.7%) and Baby Boomers (27.1%). By contrast, nearly half of the Millennials (44.6%) and Baby Boomers (48.3%) reported a low level of involvement in wine.

Regarding wine type, all three generational groups preferred red wine. Specifically, Baby Boomers (91.5%) preferred red wine more than Generation X (78.2%) and Millennial (66.6%) consumers, who had a stronger desire to try other wine types. Millennials showed more preference for white wine (16.2%), rose wine (15.9%), and champagne, brandy, and port (1.4%) in comparison to Generation X and Baby Boomer consumers.

Regarding the place of purchasing wine, Baby Boomers (21.2%) and Generation X consumers (20.1%) purchase their wine more than Millennials (11.1%) from wineries. Wines are generally purchased from supermarkets for all three generational consumer groups, but Millennials tend to buy their wines more from grocery shops (71.3%) in comparison with the other two generations. Baby Boomers tend to buy their wines from liquor shops (16.9%) more than Millennial (12.5%) and Generation X (15.3%) consumers. Although buying wine online is not the most preferable method among Turkish wine consumers, according to the study's results, Millennial consumers showed a greater tendency to buy wine online (1.7%) than Generation X (0.7%) and Baby Boomer (0.0%) consumers.

Regarding wine's country of origin, Turkish wine consumers in all generations prefer to buy local wines, most likely because of availability and familiarity. Millennials tended to try wine from different countries, such as France (11.2%) and Italy (11.9%), more than the other two generational groups. Hence, based on the results, Hypothesis 4 was partially accepted, and the conclusion is that there are some differences between Baby Boomer, Generation X, and Millennial wine consumers in their wine purchasing patterns and consumption. Cluster profiles based on wine purchasing behaviours for the three generational consumer groups are shown in Table 8.

Table 8: Profiles of clusters based on consumers' purchasing behaviours

Purchasing behaviour of wine	Millennials	Generation X	Baby Boomers	χ^2 value
Involvement with wine				17.502**
High	73 (24.7)	107 (36.4)	32 (27.1)	
Moderate	91 (30.7)	94 (32.0)	29 (24.6)	
Low	132 (44.6)	93 (31.6)	57 (48.3)	
Type of wine				32.823***
Red	197 (66.6)	230 (78.2)	108 (91.5)	
White	48 (16.2)	33 (11.2)	8 (6.8)	
Rose	47 (15.9)	28 (9.5)	1 (0.8)	
Champagne, brandy and port	4 (1.4)	3 (1.0)	1 (0.8)	
Type of outlets				27.547**
Grocery shops	211 (71.3)	172 (58.5)	64 (54.2)	
Liquor shops	37 (12.5)	45 (15.3)	20 (16.9)	
Wineries	33 (11.1)	59 (20.1)	25 (21.2)	
Online	5 (1.7)	2 (0.7)	0 (0.0)	
Others	8 (2.7)	10 (3.4)	3 (2.5)	
Country of origin				14.684*
Turkey	206 (69.8)	215 (74.9)	99 (84.6)	
France	33 (11.2)	28 (9.8)	5 (4.3)	
Italy	35 (11.9)	23 (8.0)	4 (3.4)	
Spain	6 (2.0)	7 (2.4)	4 (3.4)	
Others	15 (5.1)	14 (4.9)	5 (4.3)	

Notes: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$. Data in the parentheses show relative size of the groups as%.

4.3.5 Profiles of Generational Clusters on the Basis of Socio-demographic Characteristics

According to the findings of the chi-square analysis, there were statistically significant differences among all the socio-demographic variables, including gender, marital status, educational level, net income, and occupation, for the three generational consumer groups (Table 9). Hence, Hypothesis 5 was accepted based on the results, and the conclusion is that Baby Boomer, Generation X, and Millennial wine consumers differ according to their socio-economic characteristics.

Baby Boomers were more male (89.8%), and Millennials were more female (69.3%). Opposed to Baby Boomers (11.0%) and Generation X consumers (28.2%), the

majority of Millennials were single (56.4%). The results also showed that most of the Generation X (71.8%) and Baby Boomer (89.0%) wine consumers were married. Regarding education level, more than 50% of Millennials (69.3%) and Generation X (67.7%) wine consumers held master's or PhD degrees. By contrast, Baby Boomer wine consumers mostly possessed bachelor's degrees (64.4%).

In terms of net income per month, the results showed that most Turkish wine consumers in all generations earn more than USD 600 per month. The results also indicated that those who earned between USD 400 and 600 per month were more Millennial wine consumers (20.6%), and those who earned less than USD 400 per month were Baby Boomers (14.3%). Regarding occupation, most Generation X (76.9%) and Millennial wine consumers (91.9%) were private/public sector employees. Baby Boomers, however, were mostly retired (71.2%) or self-employed (11%), based on the study's findings. Differences among the three generational groups based on their socio-demographic characteristics are shown in Table 9.

Table 9: Profiles of clusters based on socio-demographic characteristics

	Millennials	Generation X	Baby Boomers	χ^2 value
Gender				118.419***
Female	205 (69.3)	146 (49.7)	12 (10.2)	
Male	91 (30.7)	148 (50.3)	106 (89.8)	
Marital Status				91.603***
Single	167 (56.4)	83 (28.2)	13 (11.0)	
Married	129 (43.6)	211 (71.8)	105 (89.0)	
Education				52.975***
Secondary	5 (1.7)	7 (2.4)	1 (0.8)	
University	86 (29.1)	88 (29.9)	76 (64.4)	
Master and Ph.D.	205 (69.3)	199 (67.7)	41 (34.7)	
Net income level per month				21.474***
Less than 400	30 (10.1)	18 (6.1)	8 (14.3)	
400–600	61 (20.6)	29 (9.9)	12 (10.2)	
More than 600	205 (69.3)	247 (84.0)	98 (83.1)	
Occupation				339.809***
Student, housewife unemployed	9 (3.0)	9 (3.1)	0 (0.0)	
Retired	0(0.0)	33 (11.2)	84 (71.2)	
Private public sector employees	272 (91.9)	226 (76.9)	21 (17.8)	
Self-employed	15 (5.1)	26 (8.8)	13 (11.0)	

Notes: ***p < 0.001; **p<0.01; *p < 0.05. Data in the parentheses show relative size of the groups as%.

The study used K means cluster analysis to identify main clusters based on consumers' wine involvement levels. Three main groups, including consumers with highly involved consumers, moderately involved consumers, and lowly involved consumers with wine, were found. Overall, 30% of the sample (n = 212) were labeled as highly involved wine customers, 46% (n = 326) were classified as moderately involved wine consumers, and 24% (n = 170) were classified as low-involved wine customers.

4.4 Segmentation Based on Involvement Theory

To perform segmentation based on the consumers' level of involvement with wine, two stages of cluster analysis were applied. In the first stage, the number of clusters was determined with a hierarchical cluster analysis using Ward's method. To identify a large difference in the coefficient, the agglomeration schedule was used. The

agglomeration schedule specifies the order in which the cases combine together until all cases (708 in this study) are combined in one cluster at the last stage (stage 707). Consequently, stage 707 represents the first cluster solution, stage 706 represents the second cluster solution, stage 705 represents the third cluster solution, and so on, ascending from the last to the first row. Table 10 shows the first five and the last eight stages of the agglomeration schedule.

The study used the difference in fusion coefficients at different phases of the agglomeration schedule to determine the number of clusters in the data. The fusion coefficients are checked upward from the last row. The difference between the first cluster solution (stage 707) coefficient and the second cluster (stage 706) solution coefficient was 34.389. The next difference between the second cluster solution coefficient (stage 706) and the third cluster solution coefficient (stage 705) was 5.678. The next difference between the third cluster solution coefficient (stage 705) and the fourth cluster solution coefficient (stage 704) was 4.013. Subsequent differences between the coefficient rows gradually became smaller. Therefore, as the large difference between the coefficient values in the lower rows indicates the number of clusters, three clusters were selected: stage 707, stage 706, and stage 705.

Table 10: Agglomeration schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	694	708	.000	0	0	15
2	702	707	.000	0	0	7
3	693	706	.000	0	0	16
4	704	705	.000	0	0	5
5	9	704	.000	0	4	20
700	5	13	.767	689	677	704
701	1	29	1.189	693	694	705
702	2	15	1.829	697	695	705
703	3	9	2.589	696	698	704
704	3	5	5.218	703	700	706
705	1	2	9.231	701	702	707
706	3	4	14.909	704	699	707
707	1	3	49.298	705	706	0

In the second stage, K means cluster analysis was applied, and the number of clusters specified as three in the first stage was utilized as the input. By using K means cluster analysis, three main groups were identified based on the wine involvement construct. 30% of the sample (n = 212) were classified as high involvement wine consumers. 46% of the sample (n = 326) were determined as consumers with moderate involvement level in wine. 24% of the sample (n = 170) were determined as wine consumers with low levels of involvement

4.4.1 Involvement-level Cluster Profiles on the Basis of Motivations to drink Wine

To assess potential links between consumer clusters with high, moderate, and low levels of wine involvement and their wine drinking motivations, post hoc analysis (Tukey test) and ANOVA analyses were used in this study. According to the findings, there were statistically significant differences among the involvement groups based on enjoyment, coping, hedonic, and health motives. The results are presented in Table 11. Hence, based on the results, Hypothesis 6 was partially accepted, and the conclusion is that there are some differences among lowly, moderately, and highly involved

consumers in terms of motivations to drink wine. Highly involved consumers are more motivated to drink wine for enjoyment, coping, hedonic, and health motives than consumers with moderate and low levels of involvement. However, socialization as a reason for drinking wine did not differ across the three engagement groups.

Table 11: Cluster profiles based on motivations to drink wine

Wine drinking motives	Highly involved (n:212)	Moderately involved (n:326)	Lowly involved (n:170)	F-value
<i>Enjoyment</i>	4.38	3.86	3.08	167.457***
<i>Coping</i>	2.26	2.10	1.76	14.543***
<i>Socialization</i>	1.80	1.87	1.89	0.680
<i>Hedonic</i>	2.57	2.50	2.35	3.871*
<i>Health</i>	2.78	2.63	2.02	21.396***

Notes: ***P<0.001; *P<0.05

4.4.2 Involvement-level Cluster Profiles on the Basis of Information Sources and Wine Attributes

The study's results regarding wine attributes show significant differences between groups with different involvement levels in terms of region, quality, grape variety taste, and international awards and medals achieved. Hence, based on the results, Hypothesis 7 was partially accepted, concluding that there are some variances in the wine attributes considered by the highly, moderately, and lowly involved wine consumer groups.

Grape variety, quality, region, taste, international medals, and awards achieved were the most important attributes for consumers with a high level of involvement in wine in comparison with consumers with moderate and low involvement levels. Nevertheless, price, cork, bottle, brand, alcohol degree, package, and label as wine attributes did not differentiate the three groups with low, high, and moderate

involvement levels. The cluster profiles based on wine attributes are presented in Table 12.

Regarding the consumers' wine information sources, the results showed significant differences across the three involvement clusters with regard to wine consumer's own knowledge and experience, family members, media, and the internet. Hence, based on the results, Hypothesis 8 was partially accepted, concluding that there are some differences between the high, moderate, and low wine involvement groups in terms of the information sources employed.

Highly involved wine consumers relied on their own knowledge, experience, media, and internet more than wine consumers with moderate and low levels of involvement as information sources to purchase wine. Family members were the most important source of information for purchasing wine for moderately involved consumers compared to consumers with high and low involvement levels. Nevertheless, friends, colleagues, labels, packages, and salespeople as information sources to purchase wine did not distinguish between the three groups with different levels of involvement. Table 12 shows the involvement-level cluster profiles on the basis of wine information sources.

Table 12: Profiles of clusters based on information sources and wine attributes

Wine attributes	Highly involved	Moderately involved	Lowly involved	F-value
Quality	4.46	4.40	4.10	30.355***
Price	4.07	3.93	3.98	1.402
Cork and bottle	3.49	3.24	3.08	5.925
Taste	4.90	4.76	4.52	24.426***
Brand	3.43	3.60	3.63	3.223
Alcohol degree	3.08	3.04	2.99	0.265
Package and label	2.93	2.93	2.84	0.391
Region	4.15	3.64	2.95	50.824***
Grape variety	4.43	3.88	3.11	66.596***
International awards and medals	3.57	3.10	2.48	34.573***
Wine Information sources				
My own Knowledge and experience	4.41	4.02	3.44	45.421***
Friends and colleagues	3.34	3.44	3.31	0.770
Family members	2.50	2.75	2.34	5.455*
Label and package	2.93	3.11	2.88	2.189
Written and visual media	2.69	2.64	2.25	6.748***
Internet	2.91	2.71	2.37	7.431***
Sales people	2.21	2.21	2.22	0.999

Note: ***P<0.001

4.4.3 Involvement-level Cluster Profiles on the Basis of Wine Consumption Behaviours

To assess any significant differences among the wine involvement groups, including low, moderate, and high, regarding their wine consumption behaviours, a chi-square analysis was conducted. There were significant differences between consumer groups with three levels of involvement regarding frequency of drinking, weekly wine consumption, monthly wine budget, and consumption place. The results showed that the same portion of consumers in the moderate- and low-involvement groups (46.1%) consumed wine as highly involved consumers (7.8%). Moderately involved customers drank wine once a month (56.4%) compared to customers with high (17.6%) and low

(26.1%) involvement. The study also found that consumers with high involvement levels consumed wine once a day (83.6%) compared to consumers with moderate (13.4%) and low (3%) involvement levels.

Based on consumers' weekly wine consumption, the study found that consumers with low (32.1%) and moderate (50.6%) levels of involvement consumed less than one bottle per week. Highly involved consumers drank 1–2 bottles of wine per week (56%) compared to moderate (39%) and low (4.9%) involved consumers. Highly involved consumers drink 3 to 4 bottles of wine per week (81.2%) compared to moderate (12.5%) and low (6.2%) involved consumers. Highly involved consumers consumed more than 4 bottles per week (91.7%), compared to moderate (8.3%) and low (0%) involved consumers. Regarding monthly budget allocation to wine, most consumers with low and moderate levels of involvement allocate less than \$13 for their monthly wine budget, while highly involved consumers pay \$13 and more for wine per month (47.1%).

Regarding place of consumption, the results indicate that most consumers with high involvement levels prefer to consume their wines at home (35.5%). Consumers with low involvement levels consumed wine mostly in restaurants (32.6%) in comparison with moderately involved consumers, who preferred consuming wine in pubs, cafes, and traditional Turkish bars (55.6%). Cluster profiles based on the consumption behaviours of wine consumers are shown in Table 13.

Table 13: Cluster profile based on wine consumption behaviour

Consumption behaviour in wine	Highly Involved	Moderately Involved	Lowly involved	X² value
Weekly wine consumption				155.478***
<i>Less than a bottle</i>	86 (17.3)	252 (50.6)	160 (32.1)	
<i>1 to 2 bottles</i>	102 (56.0)	71 (39.0)	9 (4.9)	
<i>3 to 4 bottles</i>	13 (81.2)	2 (12.5)	1 (6.2)	
<i>More than 4 bottles</i>	11 (91.7)	1 (8.3)	0 (0.0)	
Frequency of drinking				220.175***
<i>Occasions</i>	17 (7.8)	100 (46.1)	100 (46.1)	
<i>Once a month</i>	29 (17.6)	93 (56.4)	43 (26.1)	
<i>Once a week</i>	110 (42.5)	124 (47.9)	25 (9.7)	
<i>Once a day</i>	56 (83.6)	9 (13.4)	2 (3.0)	
Monthly wine budget				142.009***
<i>Less than \$5</i>	16 (11.5)	50 (36.0)	73 (52.5)	
<i>\$5 – \$12</i>	49 (19.1)	138 (53.7)	70 (27.2)	
<i>\$13 and more</i>	147 (47.1)	138 (44.2)	27 (8.7)	
Consumption place				15.719**
<i>Home</i>	182 (35.5)	244 (44.9)	117 (21.5)	
<i>Restaurants</i>	24 (17.8)	67 (49.6)	44 (32.6)	
<i>Pub, Café, traditional Turkish bar</i>	4 (22.2)	10 (55.6)	4 (22.2)	

Notes: ***P<0.001; **P<0.01. Data in the parentheses show relative size of the groups as percentage.

4.4.4 Involvement-level Cluster Profiles on the Basis of Wine Purchasing Behaviours

To determine potential significant differences among the three groups with high, moderate, and low involvement levels in wine regarding their wine purchasing behaviours, a chi-square analysis was conducted. According to the analysis, there were no significant differences among the three involvement groups with regard to country of origin and wine type. Regarding the type of outlet, the results showed significant differences across the three involvement groups. Consumers with a high involvement level purchased wine online (71.4%) more in comparison with low (0.0%) and moderately involved consumers (28.6%). Wineries were also favored by consumers with a high level of involvement (47.9%) in comparison with low (17.1%) and

moderately (35.0%) involved consumers. Grocery shops were found to be the most favorable place to buy wine for moderately involved consumers (51.0%).

Hence, based on the results, Hypothesis 9 was partially accepted, thus concluding that there are some differences among the highly involved, moderately involved, and lowly involved wine consumer groups with regard to wine consumption and purchasing patterns. Table 14 shows the cluster profiles based on wine purchasing behaviours.

Table 14: Cluster profiles based on wine purchasing behaviour

Wine purchasing behaviour	Highly involved	Moderately involved	Lowly involved	X² value
Type of wine				10.287
<i>Red</i>	171 (32.0)	238 (44.5)	126 (23.6)	
<i>White</i>	22 (24.7)	49 (55.1)	18 (20.2)	
<i>Rose</i>	1 (12.5)	6 (75.0)	1 (12.5)	
<i>Champagne, brandy and port</i>	18 (23.7)	33 (43.4)	25 (32.9)	
Country of origin				9.062
<i>Turkey</i>	154 (29.6)	230 (44.2)	136 (26.2)	
<i>France</i>	18 (27.3)	34 (51.5)	14 (21.2)	
<i>Italy</i>	23 (37.1)	27 (43.5)	12 (19.4)	
<i>Spain</i>	4 (23.5)	10 (58.8)	3 (17.6)	
<i>Others</i>	9 (26.5)	21 (61.8)	4 (11.8)	
Type of outlets				63.175***
<i>Grocery shops</i>	101 (22.6)	228 (51.0)	118 (26.4)	
<i>Liquor store</i>	30 (29.4)	44 (43.1)	28 (27.5)	
Wineries	56 (47.9)	41 (35.0)	20 (17.1)	
<i>Online</i>	5 (71.4)	2 (28.6)	0 (0.0)	
<i>Others</i>	17 (81.0)	3 (14.3)	1 (4.8)	

Notes: ***P<0.001. Data in the parentheses show relative size of the groups as percentage.

4.4.4 Involvement-level Cluster Profiles on the Basis of Socio-demographic Characteristics

A chi-square analysis was conducted to understand whether there were any statistically significant differences among the three wine involvement groups regarding socio-demographic variables. Based on the chi-square analysis results, gender, marital status,

and education level did not differentiate the customer groups. Hence, based on the results, Hypothesis 10 was partially accepted, concluding that there are some differences between the high, moderate, and low wine involvement groups regarding socio-demographic characteristics.

In terms of consumers' age ranges, the highly involved consumer group is between 40 and 49 years old (28.3%). However, the moderately (30.1%) and low-involved (35.9%) groups were consumers in their 30s. Regarding the income level of wine consumers, the results also showed significant differences among the three groups. In terms of occupation, highly involved consumers differentiated significantly from the other two groups, including more self-employed consumers (57.4%) compared to low (11.1%) and moderately involved consumers (31.5%). Retired and private/public sector employees were more moderately involved wine consumers compared to the other two groups. Table 15 shows the cluster profiles based on the socio-demographic characteristics of the consumers.

Table 15: Cluster profiles based on socio-demographic characteristics

Socio-demographic variables	Highly involved	Moderately involved	Lowly involved	X² value
Age range				
<i>20 – 29</i>	22 (10.4)	42 (12.9)	22 (12.9)	16.077*
<i>30 – 39</i>	51 (24.4)	98 (30.1)	61 (35.9)	
<i>40 – 49</i>	60 (28.3)	81 (24.8)	36 (21.2)	
<i>50 – 59</i>	47 (22.2)	52 (16.0)	18 (10.6)	
<i>60 and older</i>	32 (15.1)	53 (16.3)	33 (19.4)	
Gender				4.569
<i>Male</i>	116 (33.6)	148 (42.9)	81 (23.5)	
<i>Female</i>	96 (26.4)	178 (49.0)	89 (24.5)	
Marital status				0.114
<i>Single</i>	78 (29.7)	120 (45.6)	65 (24.7)	
<i>Married</i>	134 (30.1)	206 (46.3)	105 (23.6)	
Education				1.766
<i>Secondary</i>	5 (38.5)	5 (38.5)	3 (23.1)	
<i>University</i>	81 (32.4)	111 (44.4)	58 (23.2)	
<i>Master and Ph.D.</i>	126 (28.3)	210 (47.2)	109 (24.5)	
Income level (\$)				9.767*
<i>Less than 400</i>	10 (17.9)	30 (53.6)	16 (28.6)	
<i>400 – 600</i>	22 (21.6)	55 (53.9)	25 (24.5)	
<i>More than 600</i>	180 (32.7)	241 (43.8)	129 (23.5)	
Occupation				24.117***
<i>Student, housewife, unemployed</i>	8 (44.4)	6 (33.3)	4 (22.2)	
<i>Retired</i>	31 (26.5)	57 (48.7)	29 (24.8)	
<i>Private public sector employees</i>	142 (27.4)	246 (47.4)	131 (25.2)	
<i>Self-employed</i>	31 (57.4)	17 (31.5)	6 (11.1)	

Notes: ***P<0.001; *P<0.05. Data in the parentheses show relative size of the groups as percentage.

Chapter 5

DISCUSSION AND CONCLUSIONS

This final chapter of the study consists of a discussion of the previous chapter's outcomes in relation to the proposed research hypotheses and the overall study's conclusion. The chapter is organized into sections that present a discussion of the findings, theoretical and practical contributions, limitations, and future directions.

5.1 Discussion

In this study, Turkish wine consumers were grouped into three cohorts based on generation: Generation X, Baby Boomers, and Millennials. Some similarities and differences were identified among these wine generational groups regarding wine consumption behaviour, motivations to drink wine, wine purchasing behaviour, wine attributes, and socio-economic characteristics.

Baby Boomers consumed wine for socialization and considered wine a healthy beverage, especially for preventing heart and circulatory diseases, obesity, dementia, and digestion problems. Wine can also promote longevity and a better quality of life (Thach & Chang, 2016). Baby Boomers recognized the quality and taste of wine as the most essential wine attributes. However, they scored higher on region or appellation of wine and alcohol levels than the other generational groups. They relied mostly on their own experience, knowledge, labels, and packages of wine in the buying process. They mostly drank wine on special occasions and once a week, although this group consumed wine once a day more than the other groups. This is similar to the

findings of Thach and Chang (2016). Baby Boomers spent between USD 5 and 13 or more on wine. More than half reported that they were either very involved or moderately involved with wine. They predominantly preferred red wine and selected local wines. They chose to buy wines from wineries and liquor shops more than other generational groups, although more than half of them purchased wine from supermarkets. They were mostly married male senior citizens with a monthly net income of more than USD 600. This generation is important to wineries and wine companies regarding the frequency and amount of wine consumed. Managers targeting this group should emphasize the region or appellation of wine besides taste and quality and recognize the importance of packaging and labeling wine in communication. They should also diversify their distribution channels by concentrating more on wineries and special liquor shops, including activities such as winery visits and tasting rooms.

Generation X customer group drank wine for enjoyment motivation and regarded wine's taste and quality, grape variety, international awards and medals as the most essential wine attributes. They depended on their own experiences, knowledge, and suggestions from their friends and colleagues as information sources. They mostly drank wine once a week and on special occasions, and spent USD 13 or more in a month. As Wolf et al. (2018) indicated, Generation X and Baby Boomers are generational consumer groups that spend more money than other groups on wine. They scored more on high-level involvement than on other generational groups. They mostly preferred red wine and purchased wine from supermarkets, wineries, and liquor shops. They mostly chose to consume local wine. This group comprised equally distributed male and female consumers. They were mostly married, public, and private employees, earning more than USD 600 monthly net income. Companies selected to serve this generational group should stress grape variety and the international awards

and medals they receive. This customer group was really interested in wine and wanted to learn more about it. As a result, they appreciated speaking with highly professional salespeople. To draw in this market, wine companies and wineries may host wine tasting events and invite wine experts and authors to give talks.

This study's findings indicated that Millennials consumed wine for enjoyment reasons. However, their coping and hedonic motivations were higher than those of the other two groups. Teagle et al. (2010) and Kennett-Hensel et al. (2011) concluded that Millennials consume wine for hedonic and fun motivations. This group of consumers considered taste and quality the most important attributes. Interestingly, they emphasized the price of wine more than other generational groups in purchasing wine. This finding parallels the results of other studies (Castellini & Samonggia, 2018; Koksai, 2019; Wolf et al., 2018). They relied on their own knowledge, experience, and suggestions from their friends and colleagues in their buying decision process. They mostly drank wine once a week or once a month and spent between USD 5 and 13 on wine per month. It appears that they were not much involved with wine. They mostly preferred drinking red wine. However, this group had the highest tendency to try other types of wine and wine from different countries. Thach et al. (2021) observed that Millennials are open-minded about trying different types of wine to establish their taste and choose to purchase wine from various outlets. They mainly purchased wine from supermarkets. The majority of this group included females with almost equally distributed single and married consumers. They were mostly public and private sector employees, earning USD 600 or more per month. This generational group should not be overlooked, since it seems to be the largest portion of the market. They gradually establish their wine tastes and purchasing patterns. Companies might offer them unsophisticated and basic wines, since they focus on the price of wine. Companies

targeting this group should identify and target opinion leaders in their promotional activities, since they make their decisions through their friends and colleagues.

This study classified Turkish wine consumers into three groups according to their involvement levels in wine as lowly involved, moderately involved, and highly involved. The study found differences between wine drinkers with different levels of involvement.

Highly involved consumers consumed wine for enjoyment and coping and considered wine a healthy beverage, especially for preventing heart circulation diseases, dementia, obesity, and digestion problems. These findings are consistent with earlier research (Koksal, 2020; Yuan et al., 2005). Grape variety, region, taste, quality, international awards, and medals are the most important wine attributes for highly involved groups which are consistent with Hollebeek et al.'s (2007) and Hirche and Bruwer's (2014) findings. These attributes can be considered strong signals for wine consumers with high levels of involvement by wine marketers and producers, especially in culturally different societies. Concerning wine information sources, besides using their own knowledge and experience, highly involved wine consumers tended to use the internet and media as their sources of information, which is similar to the finding of the study conducted by Dodd et al. (2005). In addition, they mostly prefer to consume wine at home. This group is important for media channels and online marketers. Managers targeting this group should diversify their distribution channels by focusing more on in-house delivery strategies. Consumers with a higher degree of involvement consume more wine and buy more wine than those with a lower level of involvement. This finding is in line with the results of studies by Hirche and Bruwer (2014) and Barber et al. (2008). Unlike previous studies (Bruwer & Buller, 2013;

Koksal, 2020; Lockshin et al., 2006), no statistical difference was found between consumers based on the wine involvement level regarding the type of wine purchased and country of origin.

According to the findings of this study, consumers with a moderate level of involvement in wine scored second on all wine drinking motivations except socialization and wine attributes, including grape variety, region, taste, quality, international awards, and medals. This group depended more on family members as an information source than high- and low-involvement consumers. They spent less on wine and consumed less wine than the highly involved consumer group. This group preferred drinking wine mostly at restaurants, pub, café and traditional Turkish wine bars. Concerning the type of outlet, moderately involved consumers purchased the bulk of their wines at grocery shops, confirming Koksal's findings (2020). Grocery shops can provide different types of wines from different regions with international awards and medals in such countries to these groups, which are mostly in their 30s, as they are more open-minded about trying and consuming wine.

Further, consumers with a low level of involvement in wine scored the lowest on each wine drinking motive, except socialization, on which they scored the highest, although the relationship was not significant. They drank less wine and mostly occasionally than the other two groups. Their monthly expenditure on wine was less than that of the other two groups. They generally purchase wine from supermarkets and liquor stores.

5.1.1 Theoretical Contributions

The study adds to the current wine literature by categorizing wine consumers based on consumers' generational cohorts and their wine involvement levels in Turkey, where most of its population is Muslim and in a market with a wide range of public initiatives

aimed at limiting alcohol consumption for political and religious reasons. As a result, it broadens the needed line of research on an emerging phenomenon, such as food and product consumption, which is frowned upon by a vast portion of people in society. It also adds to the wine purchasing and consumption literature with its research efforts to determine how generational cohorts and involvement levels interact with other consumer behaviour variables in different wine consumer segments. As the majority of studies on wine consumption behaviour have been conducted in areas where consuming alcoholic beverages is normal, this study expands the wine literature to markets that can exhibit very distinct behaviour due to a variety of constraints.

5.1.2 Practical Contributions

From a managerial standpoint, this study might assist marketers in better understanding wine consumer segments. It offers important information for marketers wanting to operate in Turkey due to the paucity of relevant research in the area. Despite the region's very lucrative marketplaces, religion, and culture continue to play a significant part in the day-to-day lives of its inhabitants. Managers may create more precise and focused marketing plans for each customer group by understanding the profiles of each segment. Building a socialization culture with wine, pairing food with wine, and arranging wine events is also needed in such markets.

5.2 Limitations

This study has some limitations. The findings of this study cannot be generalized, as it is limited to wine consumption in Turkey. More research will be needed in other countries, especially culturally different societies, to reach more conclusive results. Another limitation of this study is its sampling bias. The monthly net income and education levels among the total sample were high, as the data were gathered through an online survey targeting respondents from universities, institutes, and organizations.

Future studies should consider more rigorous sampling with a larger number of participants from different income levels and educational backgrounds. Younger generations, such as Generation Z wine consumers, were not included as a generation cohort in this study. As Generation Z can be the largest generation of the world's population, studying wine drinking and purchasing preferences and behaviours of this consumer group is crucial and should be examined.

5.3 Directions for Future Research

This study attempted to segment Turkish wine consumers based only on their involvement levels and generational cohorts; future studies could use other variables to segment Turkish or other culturally different wine consumers, such as their gender, income, level of experience, and customer value co-creation behaviour in wine. Scholars have perceived wine as a gender-specific product (Charter et al., 2011). Health perception, motivations, roles in society, and many other elements have changed drastically for different genders, especially in non-Western countries. All of these changes can influence consumers' behaviour, which needs more research.

As a result of globalization, rising competition, and the availability of the internet throughout the world, the level of experience and customer value co-creation behaviour in some taboo products, such as wine, in culturally different nations are severely changing, which needs more investigation in such culturally different societies. Today, there are profound changes in the travel and tourism sectors of many countries. Future research is needed on tourism behaviour in such distinct environments. Turkey is one of the most visited tourism destinations globally, due to its history, climate, nature, culture, and food. It also has an old traditional and rooted winery culture.

Further research on factors such as demographics, culture, consumption habits, and attitudes that influence word of mouth, commitment, satisfaction, and loyalty in relation to culturally different wine consumption behaviour can also be beneficial in providing more recommendations to wine marketers and producers. Consumer satisfaction is a fundamental factor in enhancing a wine brand's loyalty. Wine customers who are happy with their favorite wine brand and aware of a positive brand image are more likely to love wine, purchase it, and advise others to do the same.

Wine is an important agri-food commodity for the economies of many nations worldwide. Wine has dimensions related to society, environment, and culture, in addition to its economic level. These dimensions vary locally and globally, depending on several factors. Marketing plays a significant role in wine companies' success. This study shows that there are still numerous areas of "wine marketing" that need to be investigated. Furthermore, wine and alcoholic beverages are restricted by law concerning sales, advertising, and promotion in some countries, such as Turkey. Culture, specifically religion, plays an important role in the purchasing and consumption of wine. Hence, it deserves special consideration from several stakeholders' points of view and the investigation of marketing strategies and policies. Marketing strategies, such as concentrated marketing to target one specific market segment and push promotional strategies to deliver wines to customers in such circumstances, could expand the scope of wine research. Future studies on developing consumer's wine culture and knowledge as well as utilizing local history and lifestyle for branding purposes should also be examined in such conditions.

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APPENDICES

Appendix A: English Questionnaire

RESEARCH ON WINE PURCHASE AND CONSUMPTION BEHAVIOURS OF CONSUMERS

Dear participant,

The following survey form has been prepared to be used in an academic study to measure "consumers' wine purchasing and consumption behaviours". The information collected from you will not be evaluated individually, it will only be used for this academic research and will be kept confidential in the researcher's database. Participation in the research is voluntary. However, the accuracy of your answers to the questions in the questionnaire is very important for the reliability and validity of the research results. Therefore, we request you to give complete and correct answers to the questions in the questionnaire, and thank you in advance for your support.

1. Are you older than 18 years old?

1	Yes	2	No
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* If the answer is **NO**, do not continue.

2. Do you Drink wine?

1	Yes	2	No
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* If the answer is **NO**, do not continue.

3. Have you purchased any wine in the past month?

1	Yes	2	No
---	-----	---	----

* If the answer is **NO**, do not continue.

4. Gender

1	Male	2	Female
---	------	---	--------

5. Age:

6. Marital status

1	Single	2	Married
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7. Level of education

1	Primary school	2	Secondary and high school	3	Bachelor degree	4	Masters or PhD degree
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8. Income level (Monthly)Turkish Lira (TL).

9. Occupation

1	Company owner	5	Student
2	Independent employee	6	Housewife
3	Public and private sector employee	7	Unemployed
4	Retired		

10. Indicate your degree of agreement with the statements below.

Assessment scale:	Strongly disagree			Strongly agree	
I love the taste of wine	1	2	3	4	5
Wine makes me feel comfortable	1	2	3	4	5
Wine enhances the taste of food	1	2	3	4	5
I feel better when I drink wine	1	2	3	4	5
I drink wine when I feel lonely	1	2	3	4	5
I drink wine to socialise with others	1	2	3	4	5
I drink wine to cheer up	1	2	3	4	5
I drink wine to celebrate something	1	2	3	4	5
I drink wine to adapt to the society	1	2	3	4	5
I drink wine to get closer to others	1	2	3	4	5
I drink wine to be more romantic	1	2	3	4	5
I drink wine to show that I know more about it to others	1	2	3	4	5
I drink wine to sleep more comfortably	1	2	3	4	5
I drink wine when I am depressed	1	2	3	4	5
I drink wine to share something special with others	1	2	3	4	5
Drinking wine is one of my personal values	1	2	3	4	5
I drink wine only for pleasure	1	2	3	4	5
I drink wine because I love its smell	1	2	3	4	5
I drink wine as it is my family's traditional drink	1	2	3	4	5
I drink wine because it is delicious	1	2	3	4	5
I drink wine because it improves my mood	1	2	3	4	5
I drink wine for my health benefits	1	2	3	4	5
I drink wine to be more comfortable with others	1	2	3	4	5
I drink wine because people around me drinks it	1	2	3	4	5
I drink wine to celebrate the things that I accomplished	1	2	3	4	5

I drink wine because it reduces my tension during the day	1	2	3	4	5
I drink wine as it is a pleasant habit of mine	1	2	3	4	5
I drink wine because it balances my blood circulation	1	2	3	4	5

11. Mark the importance of the following factors once you select a wine.

Assessment scale:	Not important				Very important
Quality	1	2	3	4	5
Price	1	2	3	4	5
Cork and bottle of the wine	1	2	3	4	5
Taste	1	2	3	4	5
Brand	1	2	3	4	5
Alcohol degree	1	2	3	4	5
Package and label	1	2	3	4	5
Region	1	2	3	4	5
Grape variety	1	2	3	4	5
International award or medal achieved	1	2	3	4	5

12. To what extent do you benefit from the following sources of information when purchasing wine?

Assessment scale:	None				Very often
My own knowledge	1	2	3	4	5
My friends	1	2	3	4	5
Family members	1	2	3	4	5
Label and package of the wine	1	2	3	4	5
Written and visual media	1	2	3	4	5
Internet	1	2	3	4	5
Sales staff	1	2	3	4	5

13. Indicate your degree of agreement with the statements below.

Assessment scale:	Strongly disagree			Strongly agree	
Wine is one of my special interests	1	2	3	4	5
I drink wine very often	1	2	3	4	5
I have knowledge and experience about wine	1	2	3	4	5
I am not very interested about the subject of wine	1	2	3	4	5

14. How often do you drink wine?

1	Once per day	3	Once per month
2	Once per week	4	In special occasions

15. How many bottles do you drink wine per week?

1	Less than a bottle	3	3-4 bottles
2	1-2 bottles	4	More than 4 bottles

16. Where do you drink wine in general?

1	Home	4	Café
2	Restaurant	5	Traditional Turkish restaurant
3	Bar or Pub	6	Other.....

17. What kind of wine do you usually prefer?

1	Red	4	Rose
2	White	5	Brandy, port
3	Champagne		

18. Where do you generally buy your wine?

1	Supermarket or hypermarket	4	Internet/online
2	Liquor store	5	Other.....
3	Directly from wine producer		

19. In general how many bottles of wine do you buy per month?

1	None	4	8-12 bottles
2	1-3 bottles	5	More than 12 bottles
3	4-7 bottles		

20. What is your monthly wine budget in general? Turkish Lira (TL)

21. Which country's wines do you prefer?

1	Turkey	5	South Africa
2	France	6	South American countries
3	Australia	7	Other.....
4	USA		

Appendix B: Turkish Questionnaire

TÜKETİCİLERİN ŞARAP SATIN ALIM VE TÜKETİM EĞİLİMİ ARAŞTIRMASI

Sayın katılımcı,

Aşağıdaki anket formu, “tüketicilerinin şarap satın alım ve tüketim eğilimlerini” ölçmek amacıyla akademik bir çalışmada kullanılmak üzere hazırlanmıştır. Sizlerden toplanan bilgiler bireysel olarak değerlendirilmeyecek, sadece bu akademik araştırma için kullanılacak ve araştırmacının veri tabanında gizli olarak saklanacaktır. Araştırmaya katılmak gönüllülük esasına dayalıdır. Ancak anket formunda yer alan sorulara vereceğiniz yanıtların doğruluğu, araştırma sonuçlarının güvenilirliği ve geçerliliği için çok önemlidir. Bu nedenle, anket formunda yer alan sorulara eksiksiz ve doğru yanıt vermenizi rica eder, desteğiniz için şimdiden teşekkür ederiz.

1. 18 yaşından büyük müsünüz?

1	Evet	2	Hayır
---	------	---	-------

*Cevap **HAYIR** ise, görüşmeyi sonlandırınız.

2. Şarap içermisiniz?

1	Evet	2	Hayır
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*Cevap **HAYIR** ise, görüşmeyi sonlandırınız.

3. Geçen ay bir şişe şarap aldınız mı?

1	Evet	2	Hayır
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*Cevap **HAYIR** ise, görüşmeyi sonlandırınız.

4. Cinsiyetiniz

2.2.4	1	Erkek	2	Kadın
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5. Yaşınız :

6. Medeni durumunuz

2.2.5	1	Bekar	2	Evli
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7. En son mezun olduğunuz eğitim kurumu

1	İlkokul	2	Ortaokul ve lise	3	Üniversite	4	Yüksek lisans veya doktora
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8. Kişisel geliriniz/harçlığınız (aylık olarak) Türk lirası (TL).

9. Mesleğiniz

1	Şirket sahibi	5	Öğrenci
2	Serbest	6	Ev kadını
3	Kamu veya özel sektör çalışanı	7	İşsiz

4	Emekli	
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10. Aşağıdaki ifadelere katılma derecenizi belirtiniz.

değerlendirme ölçeği:	Kesinlikle Katılmıyorum			Kesinlikle Katılıyorum	
Şarabın tadını seviyorum	1	2	3	4	5
Şarap beni rahatlatmaktadır	1	2	3	4	5
Şarap yemeklerin tadını güzelleştirmektedir	1	2	3	4	5
Şarap içince kendimi daha iyi hissederim	1	2	3	4	5
Şarabı kendimi yalnız hissettiğim için içerim	1	2	3	4	5
Şarabı insanlarla sosyalleşmek için içerim	1	2	3	4	5
Şarabı neşelenmek için içerim	1	2	3	4	5
Şarabı bir şey kutlamak için içerim	1	2	3	4	5
Şarabı topluma uyum sağlamak için içerim	1	2	3	4	5
Şarabı insanlarla daha yakın arkadaşlıklar kurabilmek için içerim	1	2	3	4	5
Şarabı biraz romantik olabilmek için içerim	1	2	3	4	5
Şarabı diğer insanlara göre bu konuda daha bilgili olduğumu göstermek için içerim	1	2	3	4	5
Şarabı daha rahat uyumamı sağladığı için içerim	1	2	3	4	5
Şarabı moralim bozuk olduğu için içerim	1	2	3	4	5
Şarabı özel bir şeyi başkalarıyla paylaşmak için içerim	1	2	3	4	5
Şarabı içmek benim kişisel değerlerimden birisidir	1	2	3	4	5
Şarabı sadece zevk için içerim	1	2	3	4	5
Şarabın kokusunu sevdiğim için içerim	1	2	3	4	5
Şarabı ailemizin geleneksel bir içkisi olduğu için içerim	1	2	3	4	5
Şarabı lezzetli olduğu için içerim	1	2	3	4	5
Şarabı ruh durumumu düzelttiği için içerim	1	2	3	4	5
Şarabı sağlığım için içerim	1	2	3	4	5

Şarabı diğer insanların yanında rahat olabilmek için içerim	1	2	3	4	5
Şarabı yakın çevremdeki insanlar içtiği için içerim	1	2	3	4	5
Şarabı bir şey başardığımda kendimi kutlamak için içerim	1	2	3	4	5
Şarabı gün içindeki gerginliğimi azalttığı için içerim	1	2	3	4	5
Şarabı benim için zevkli bir alışkanlık olduğu için içerim	1	2	3	4	5
Şarabı kan dolaşımımı düzenlediği için içerim	1	2	3	4	5

11. Şarap seçiminizde aşağıdaki faktörlerin sizin için önem derecesini işaretleyiniz.

Değerlendirme ölçeği:	Hiç önemli değil				Çok önemli
Kalitesi	1	2	3	4	5
Fiyatı	1	2	3	4	5
Şarabın şişesi ve mantarı	1	2	3	4	5
Tadı	1	2	3	4	5
Markası	1	2	3	4	5
Alkol derecesi	1	2	3	4	5
Ambalaj ve etiketi	1	2	3	4	5
Şarabın yapıldığı üzümün bölgesi	1	2	3	4	5
Şarabın yapıldığı üzüm çeşidi	1	2	3	4	5
Aldığı uluslararası ödüller veya madalyalar	1	2	3	4	5

12. Şarap satın alırken aşağıdaki bilgi kaynaklarından ne derece yararlanıyorsunuz?

Değerlendirme ölçeği:	Hiç				Çok sıklıkla
Kendi bilgim ve deneyimlerim	1	2	3	4	5
Arkadaşlarım	1	2	3	4	5
Aile bireyleri	1	2	3	4	5
Şarabın etiketi ve ambalajı	1	2	3	4	5
Yazılı ve görsel medya	1	2	3	4	5
Internet	1	2	3	4	5
Satış elemanları	1	2	3	4	5

13. Aşağıdaki ifadelerle katılma derecenizi belirtiniz.

değerlendirme ölçeği:	Kesinlikle		Kesinlikle
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	Katılmıyorum			Katılıyorum	
Şarap benim özel ilgi alanlarımdan birisidir	1	2	3	4	5
Şarabı çok sık olarak içerim	1	2	3	4	5
Şarap konusunda bilgi ve tecrübe sahibiyim	1	2	3	4	5
Şaraplar konusu ile pek ilgili sayılmam	1	2	3	4	5

14. Ne kadar sıklıkla şarap icersiniz?

1	Günde bir	3	Ayda bir
2	Haftada bir	4	Özel günlerde

15. Haftada ne kadar şarap içiyorsunuz?

1	Bir şişeden daha az	3	3-4 şişe
2	1-2 şişe	4	4 şişeden daha fazla

16. Genel olarak şarabı nerede içersiniz?

1	Evde	4	Kafelerde
2	Restoranlarda	5	Meyhanelerde
3	Bar/Publarda	6	Diğer yerlerde (lütfen belirtiniz.....)

17. Genelde ne tür şarap tercih edersiniz?

1	Kırmızı	4	Pembe
2	Beyaz	5	Brandy, port
3	Şampanya		

18. Şarabınızı genel olarak nereden satın alırsınız?

1	Bakkal, süpermarket	4	İnternet/online
2	Özel içki satan yerlerden	5	Diğer (lütfen belirtiniz)
3	Doğrudan şarap üreticisinden		

19. Genel olarak ayda kaç şişe şarap satın alıyorsunuz?

1	Hiç	4	8-12 şişe
2	1-3 şişe	5	12 den daha fazla
3	4-7 şişe		

20. Genel olarak aylık şarap bütçeniz ne kadardır Türk lirası(TL).

21. Hangi ülke şaraplarını tercih edersiniz?

1	Türkiye	5	Güney Afrika
2	Fransa	6	Latin Amerika ülkeleri
3	Avustralya	7	Diğer ülke şarapları (lütfen belirtiniz).....
4	ABD		