

THE FACTORS THAT INFLUENCE THE WINE PURCHASING FREQUENCY OF YOUNG
CONSUMERS

UĞUR KAÇAN

113689015

ISTANBUL BILGI UNIVERSITY
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MARKETING

In Partial Fulfillment of the Requirements for the Degree Master of Arts
Marketing

Academic Advisor: Prof.Dr.Selime Sezgin

Submitted: 30.05.2016

The Factors That Influence The Wine Purchasing Frequency Of Young Consumers

THE FACTORS THAT INFLUENCE THE WINE PURCHASING FREQUENCY OF
YOUNG CONSUMERS

GENC TÜKETİCİLERİN ŞARAP SATIN ALMA SIKLIĞI ÜZERİNDE ETKİLİYEN
FAKTÖRLER

UĞUR KAÇAN

113689015

Tez Danışmanı: *Prof. Dr. Selime Sezgin*

Jüri Üyesi: *Prof. Dr. Beril Durmuş*

Jüri Üyesi: *Yard. Doç. Dr. Esra Arıkan*

S. Sereng

B. Durmuş

E. Arıkan

Tezin Onaylandığı Tarih:

20/06/2016

Toplam Sayfa Sayısı:

98

Anahtar Kelimeler: (Türkçe)

Anahtar Kelimeler: (İngilizce)

1. Şarap
2. Şarap Pazarlaması
3. Şarap Tüketimi
4. Yemek Pazarlaması
5. Şarap Tüketimi

1. Wine
2. Wine Marketing
3. Wine Consumption
4. Food Marketing
5. Wine Consumption

ACKNOWLEDGEMENTS

I would like to thank my thesis supervisor Prof. Dr. Selime SEZGİN for her endless encouragement and support. Throughout the thesis, her positive attitude has been the most encouraging force for me to pursue my thesis with an ambition. I am so grateful for her contribution to my thesis and my marketing knowledge.

I would like to Express my thanks to Prof. Dr. Beril DURMUŞ for her careful and constructive review of the final manuscript and attending my defense jury.

I wish to extend my thanks to Assist. Prof. Esra ARIKAN for her careful and constructive review of the final manuscript and attending my defense jury.

I cannot forget to Express my very profound gratitude to my family, my lovely mother Ayşegül KAÇAN, my dear father Necmi KAÇAN, and my precious brother Cenker KAÇAN and my sweetie nephew ARAS ALİ KAÇAN.

Finally, my deepest gratitude belongs to my love Hazal TERLEMEZ. Thank you for filling my days with love, for listening to me, for sharing your thoughts with me and for giving us the chance to be together. Thank you for enriching every aspect of my life, and for continually inspiring me to do better and to be a better person. I have always felt her unfailing love, endless support and continuous encouragement through the process of researching and writing this thesis.

ABSTRACT;

THE FACTORS THAT INFLUENCE THE PURCHASING FREQUENCY OF YOUNG CONSUMERS RELATED TO WINE

The primary purpose of the research was to identify factors affecting the frequency of purchasing wine for young people. On the other hand, the study also aimed at exploring different perspectives of young consumers in Turkey about, interpersonal influence, health consciousness, consumer involvement and choice criterias related to wine. A quantitative research method has been adapted to conduct this study. Wine market consists of several divisions that are influenced by demographics, psychographics and the context in which it is consumed. Given the complex nature of the product itself, but also of the market, wine is one of the consumer products that is most difficult to address from a marketing perspective. Understanding how young consumers choose and purchase a brand of wine maintains to be a complex issue and problem. Wine is a product that creates confusion among young consumers, because of the large number of indexes on the label, such as brand name, region or grape variety and the other factors such as psychological, social, environmental and personal. Unlike most food products, wine taste may differ in a given year depending on the harvest, though the brand and other extrinsic information remain the same. The study on which this thesis is based on aims to analyze young wine consumers' purchase criterias of wine including young consumers in Turkey, Research objectives include: evaluating the features of the wine purchasing behavior and identifying factors that influence the frequency of wine purchasing for young people. The empirical study is comprised of 92 questionnaires, which were derived from five different measurement scales.

ÖZET

Bu tezin genel temel amacı özellikle genç nüfusun şarap satın alma sıklığını etkileyen faktörleri incelemektir. Ayrıca, bu çalışma Türkiye'deki genç kesimin fiyat algısını, diğer gruplardan etkileşimini, sağlık bilincini, şarapla ilgili olmasını ve şarap seçim ölçütlerini de inceleyecektir. Bu araştırma için kantitatif araştırma yöntemi kullanılacaktır. Şarap sektörü nüfussal bağlamda birçok farklı gruplara ve bölümlere ayrılmıştır. Bu karışık ve kompleks yapısından ötürü şarap, pazarlama perspektifinden bakılması ve incelenmesi çok zor bir konu olmuştur. Genç tüketicilerin şaraplar hususunda nasıl seçim yaptığı ve satın aldığı incelenmesi konusu karmaşık olma özelliğini sürdürmektedir. Şarap genç tüketicilerin kafasında gerek ürünün görsel özellikleri (etiketi, şişesi gibi), gerek sosyal, psikolojik, çevresel ve kişisel anlamda bir tür karmaşa yaratmaktadır. Bu çalışma, Türkiye'deki genç nüfusun şarap satın alma özelliklerinin değerlendirilmesi ve şarap satın alma sıklığını etkileyen faktörlerin değerlendirilmesini amaçlamaktadır. Ampirik çalışma 5 farklı ölçü skalasından elde edilen 92 sorudan oluşmaktadır.

1. INTRODUCTION.....	6
2. WINE INDUSTRY	7
2.1. The product of wine	7
2.2. The Wine Market in the World	8
2.3. The Wine Market in Turkey	10
2.4. Viticulture in Turkey	12
2.5. Wine Production in Turkey	12
2.6. Young People as Consumers	13
3. CONSUMER BUYING BEHAVIOUR	15
3.1. Introduction to Consumer Buying Behaviour	15
3.2. Consumer Personality Factors.....	17
3.3. Consumer Perception Factors.....	18
3.4. Promotion.....	18
3.5. Consumer Decision Making Influences	19
3.6. Environmental Influences.....	20
4. FACTORS INFLUENCING WINE PURCHASING BEHAVIOUR.....	20
4.1. Theories related to wine purchasing behaviour:.....	20
4.1.1. Consumer Involvement	22
4.1.2. Social Factors	22
4.1.3. Personal Factors	25
4.1.4. Psychological Factors.....	25
4.1.5. Health Consciousness.....	27
4.1.6 Choice Criterias of Wine	28
5. METHODOLOGY	30
5.1. Aim of the research	30
5.2. Sample	30
5.1.3. Choice of research approach	31
5.3. Research question;.....	31
5.4. Scope & limitations	32
5.5. Relevance	33
5.6. Reliability	33
5.7. Biases.....	34
5.8. Main Research Constructs And Dimensions.....	34
5.8.1. Consumer Involvement Construct.....	34
5.8.2. Interpersonal Influence Construct	35

5.8.3. Health Consciousness Construct	36
5.8.4. Perceptions of Quality Construct.....	37
6. DATA PROCESSING AND ANALYSIS	41
6.1. Data Processing	41
6.2. Respondents' Profile	41
6.3. Demographic Variables	41
6.4. Frequency Distributions	42
6.5. Factor And Reliability Analysis	46
7. CONCLUSION OF THE RESEARCH.....	60
8. MANAGERIAL IMPLICATIONS	62
9. FUTURE RESEARCH.....	63



1. INTRODUCTION

The area of wine marketing has been identified as a formal area within marketing or business. However number of practitioners in the world and now the number of academics working in this area has developed. As little as 10-15 years ago, the major journal in the area, *The International Journal of Wine Marketing*, was the only outlet for publishing in this area. Most of the programs in universities used standard marketing and business textbooks, with added assignments for the wine industry. This was mainly due to the lack of empirical research in wine marketing.

In a short period of time this situation has changed dramatically all around the world. There are now university programs in different aspects of wine marketing and wine business in most wine producing countries. Many of programs have been created at the level of postgraduate and undergraduate in order to utilize the growing body of research on wine sector.

The study of consumer behaviour is rapidly evolving and developing also to understand how consumers choose wine, then the experts have a much better framework about marketing strategies for wine industry.

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable but they have to be considered while trying to understand the complex behavior of the consumers.

In this research, the purpose was to identify factors affecting the frequency of purchasing wine for young people in Turkey. On the other hand, the study also aimed at exploring different perspectives of young consumers in Turkey about, interpersonal influence, health consciousness, consumer involvement and choice criterias related to wine. It has adopted a quantitative research method to understand the relationships between the variables in this study.

In the second section, a general framework has been given about the wine industry in Turkey and in the world as well. Then, in the third part of the study,an extensive

research on literature has been conducted related to introducing relevant concepts of consumer buying behavior. In the third section, it was the main purpose to give the fundamentals of factors influencing wine purchasing behavior.

The methodology, constituting the fifth part, has addressed the choice of approaches, e.g. research philosophy, scientific considerations, i.e. primary and secondary data collection, as well as present critical reflections on the research design.

The formulated hypotheses have been tested and further factors have been analyzed in the the following sixth part that will provide a data processing and analysis which gives the results and findings of the study.

Finally, the conclusion chapter outlines and summarizes the core findings of this study. In the following chapter, implications for selective marketing measures have been given. The subsequent limitations section presents identified weaknesses of the study, reflecting upon the research method used as well as provides alternative means on how to approach researching wine purchasing behavior of young people differently. Lastly, suggestions for future have been presented.

2. WINE INDUSTRY

This chapter will provide an introduction to the product of wine, the market and the young people as consumers.

2.1. The product of wine

Wine is an alcoholic beverage made of fermented fruit juice, generally from grapes. It comes in many varieties, vintages, styles and from many parts of the world ranging

from low to premium wine qualities and price levels. Wine is characterized by a complexity and conflicting nature, which is also referred to as a dual-role character. It can be regarded as a luxury and/or a fashion item signaling a symbol of status whereas in other cultural contexts it represents a rural and peasant drink. Furthermore, it is associated with a healthy lifestyle, while in excess it can lead to addiction, causing sequelae and death. Since ancient times wine is of significant religious and cultural relevance, though today it is more and more linked with hedonistic and debauched behavior (Hall,2008).

In general wine is regarded as an experience good, as the quality can only be evaluated through the experience of consumption (Altaffer; Washington, 2009, p.1-2). Krystallis (2010) show that available information at the point of purchase, like price, or on the back and front label, describing the expected taste, are regarded as reliable indicators for quality and heuristics guiding the consumer during the wine selection process. Since the quality assessment of wine is very subjective and depends on the consumer's degree of knowledge, consumers experience difficulties in processing the quality cues relevant for determining whether the wine is of good quality.

2.2. The Wine Market in the World

Alcohol consumption in Europe has a long history covering several thousands of years (Anderson; Baumberg, 2006), with both Greeks and the Romans being examples of societies with a fairly widespread use of alcohol. Alcohol consumption is, however differently inserted in the cultures of various countries (Leifman, 2002).

According to Wine Institute (2012), red and white wine consuming countries are United States (13.09%), France (11.62%) and Italy (9.21%). IWSR shows that the volume drinking by U.S is 339 million cases in 2013. This was above from France's 296 million cases, Italy's 288 million, Germany's 274 million. But if the analysis considers others including whole wine family such as light wine, sparkling wine, light aperitifs, fortified wines and other wines, IWSR, (International Wine & Spirit Research, 2014), a London based drinks research group, shows that China overtakes the other countries.

The latest figures from IWSR, in a report commissioned by Vine Expo, supposes that in 2013, 3.2 billion cases of wine were produced. That means approximately 38.4 billion bottles which is almost an astonishing number. The consumption ratio is 54% red wine, and the other ones with 37% for white and 9% for rose (24). So, it could be seen that the worldwide wine consumption has increased by 8% since 2000 from 226 mhl to 243 mhl (International Wine & Spirit Research, 2014).

Likewise, global consumption of both still standard and sparkling wine has increased by 5 percent in the period (2012 to 2016), against 3 percent between 2007 and 2011. By 2016, it is estimated that sparkling wines will double up compared to 2007, according to the study carried out by market intelligence firm (IWSR).

When statistics are analyzed, they show how much wine was consumed per person in each country in 2012; Naturally, the overwhelming majority of the highest ranking countries are in Europe. Somewhat surprisingly, Vatican City utterly dominates every other country, with nearly 74 liters consumed per person in 2012 (www.wineinstitute.org). This is a result of being Vatican residents are older and are mostly male, are highly educated and tend to eat communally. Another factor is that Vatican's small size that makes it easy for per-capita figures to be distorted by the activities of a small group, or in the case of the Vatican, a single supermarket that sells wines almost tax free.

As a result of these statistics, it can be claimed that the world of wine is changing. That means over the last few decades' world wine consumption and production have shifted from "traditional" countries to "new" wine countries.

According to OIV (International Organization of Vine and Wine), just like wine production, the consumption of wine is also on the decline in Europe. The old continent is drinking wine decreasingly. The trends vary mostly from country to country but the overall trend is downwards. The biggest wine consumers were also the two massive producers, France and Italy. But nowadays, they are not so. This is also a little bit the result of financial crisis in these countries.

Furthermore, the rise in consumption of wine has largely been fueled by the U.S and China, which is nowadays the most significant wine-consuming countries in the world by both value and volume. This consumption is expected to continue to rise between 2012 and 2016 by 12 percent and 40 percent respectively (www.oiv.int).

Almost every year Italy and France competes each other for becoming the top spot among the world's wine producing countries. On the other hand, in France and Italy health concerns and changing trends and cultures resulted in a steady decline in wine consumption. In China and US wine is becoming a more and more popular drink (www.wine-searcher.com).

2.3. The Wine Market in Turkey

The key determinant for wine purchasing in Turkey has become price when TEKEL (Monopoly) has monopolized the tobacco and alcohol industry through many years. This was a period that cheap and inferior wines called table wines (vin de table) were consumed mostly. Likewise, due to the monopoly of wine industry, the producers had to produce limited variety of wine. On the other hand, the choices in terms of wine purchasing has been evolving because of European life style in the big cities. The change of preferences brought new and more sophisticated demands based on grape quality, brand, taste and the variety of grape recently. Although, these positive advances have begun to develop, a strict dependency towards wine consumption within the population has not developed. This fact has been a negative result of financial crisis and rising taxes in Turkey. All these factors have led to less consumption of wine.

Market research conducted in our country about consumption habits related to wine, confirms the observations mentioned above. As the result of market research, it could be seen that consumers do not insist on a specific brand. This situation in Turkey in wine consumption indicates that there is not a certain habit and refined taste in terms of wine consumption. In other words, regular and knowledgeable wine consumers in Turkey are consisting of a very limited part of the general population.

Wine consumption in Turkey takes place far below the world standards. 25-30 billion liters of wine are consumed per year in the world that reveals the average consumption level of around 4 liters per capita. While the countries consuming wine most approximately 65 liters per capita; contrary, per capita consumption in Turkey is about 1 liter. Correspondingly, it is estimated that %25 of this consumption in Turkey is consisting of tourists coming in Turkey and the foreigners living in Turkey.

In spite of declining wine consumption due to financial crisis from time to time, there is a rising trend seen fundamentally. The factor affecting this rise is the capturing of a certain level of quality in the products due to the new modern technologies used in the sector. In addition, the developments in the tourism sector, bringing decrease of regulations related to imports, social and economic progress are also other factors influencing the growth of wine consumption. However, wine being in the third place after beer and raki among total alcohol consumption and consumption share being low as 4% demonstrate that there is quite a limited market that is consuming wine in Turkey.

In recent years, Turkey began to produce French grape varieties such as Cabernet Sauvignon, Chardonnay, Merlot and Sauvignon Blanc which have become the new choice for the Turkish consumers. Aside from wine made from foreign grape varieties, making blend together of domestic varieties such as Boğazkere, KalecikKarası and Öküzgözü and making special combinations with each other get acclaim among consumers and creates demand.

Investigations regarding wine consumption show that apart from the changes related to preferences of wine consumption in Turkey, the price phenomenon becomes the crucial and beginning of the factors that influence preferences. Therefore, in accordance with regulations that have been made in recent years, tax imposed on wine has increased and thus, the ÖTV (Special consumption tax) increased as %120. For this reason, it is estimated to lead to restriction of the expected increase in consumption.

Due to a variety of factors in Turkey including religion and consumer habits, regular wine consumption is very limited. But, lately the western lifestyle and interests with discovering the relation between wine and health made positive effect for increasing wine consumption.

2.4. Viticulture in Turkey

In Turkey, wines are produced in almost all regions, Adakarası, Sauvignon Blanc, PapazKarası, Semillon and Gamay grapes are produced in the region of Marmara-Thrace region, Cabernet Sauvignon, Carginan, Alicante Bouchet, Çalkarası, Sultaniye, BornovaMisketi and Merlot in the Aegean region. There are also different types of grape such as KalecikKarası, Emir, Öküzgözü and Boğazkere which are produced in different regions.

Turkey's territory is highly favourable to grape cultivation. Today, various artificial methods have been developed for rearing wines in the world. Although, fertile soil of Turkey naturally provides required conditions for grape growing, the amount of gain in the production of wines in Turkey is increasing rapidly while it has lagged behind the major wine producers recently.

According to the research carried out by International research company GFK ProCon'town with 1083 people in Turkey, the Aegean region has more wine consumption rate. The regions with the lowest consumption is Black Sea and South Anatolian region. The rate of overall wine consumption in the cities is 16 per cent in Turkey, while this rate is 30 per cent in the Aegean region.

2.5. Wine Production in Turkey

Wine, becoming the most popular alcoholic beverage in Turkey recently, has been produced by Mey, Doluca, Kavaklıdere, Kutman, Sevilen and Yazgan. These producers have been making million dollar investments to the enterprises even in those areas such as cork to the bottle (Varlık, 2010).

Turkey is one of the leading countries in terms of the world's vineyards and grape production. As of 2003, 530,000 hectares of grape production has been made in Turkey. In the same year, production of 3.6 million tons of grapes formed 25.7% of the total fruit production.

Turkey ranks 4th in terms of vineyards and 6th in terms of fresh grape production in the world. Even though Turkey have natural conditions and produce grape excessively, such as 2% of the grapes are used for the wine production. This rate is about 85% in the European Union and 80% for the nations dealing with vineyards. The grape production in Turkey is classified as drying %40, table grape %35 and %23 of them is used for molasses, pulp and vinegar. On the other hand, the grape varieties grown in Turkey are to be around 1000, but the number of varieties suitable for the production of high quality wine is only about 35 (Tosun, 2005).

Raisins have taken a vital role in the Turkey's exports since the Republic's early years and it had been among the traditional export products. Sultana revenues from exports is followed by nuts and tobacco. The amount of total grape production in Turkey, constitute 30% of all fruit, that is the production rate of grape is high among other agricultural products. Turkey is the second biggest producer of raisin in the world and holds 28% of general raisin market. However, if we consider whether it is profitable or not, it could be seen that the raisin prices has not changed for 60 years and is seen sold at rates of 1 USD. Therefore, it brings low value to the Turkish economy (TBMM, 2005).

For instance, according to the data of 2003, revenue from the export of grapes and grape products was 241.6 million dollars, which corresponds to 0,75% of the total export revenue. %95 of this revenue comes from raisins. 183.959.000 dollar from 196.200 tons of seedless raisins from exports and 51.233.000 dollar from the 99.289 tons of table grapes were gained. Besides, 7.29 million dollars revenue was gained from the wine exports. That is, the income obtained from wine grapes is very low when it is compared with the raisins and table wines (Turkish Ministry of Agriculture and Rural Affairs, 2005).

2.6. Young People as Consumers

In the past, market and consumer researchers overlooked the consumer behavior of young people. Socialization researchers emphasis on the sex role learning and moral development of young consumers instead of focusing on consumer learning and behavior. One criticism of much of the literature on the consumer behavior of young people is that researchers ignored the importance of childhood experiences. So far, however, there has been

little discussion about childhood experiences are somehow very important in later life as the adult behavior may be predicted by knowing about the childhood experiences. In addition, most studies in the field of consumer behavior did not focus on young people because of their little disposable income (Ward, 1974).

Young people are described the ages of 16 and 24 (United Nations, 2004). However, the concept of youth differs from culture to culture and from one society to another. In a study made by Richard Curtin quoted in the U.N World Youth Report (2003) the concept of youth is a bit more complex. His study found that four distinct aspects of young people's movement from dependence to independence are as follows: (1) leaving the parental home and making new living arrangements, (2) having full-time education, (3) maintaining close, stable personal relationship outside of family, (4) trying to enter the labor market, finding work and possibly setting into a career, and achieving a more or less stable livelihood (United Nations 2004, p. 6).

Recent evidence also suggests that young people have been acknowledged as a differentiated segment of the market for a variety of products and services. In addition, the behavior of young people has received increasing attention among marketers (Moschis; Moore, 1979).

To understand this segment, it is important to know what factors are playing key roles in buying decisions. It could be separated as Individual factors and Contextual factors. Individual factors are local environmental awareness, local environmental involvement, and concrete environmental knowledge. On the other hand, Contextual factors are media exposure to environmental messages, parental influence, and peer influence.

Furthermore, recent evidence suggests that product involvement variables are significantly important in a way of processing marketing and advertising information (Muratore, 2003). A study made by Te'eni-Harari & Hornik (Te'eni; Hornik, 2010, p.499-506) found that five variables may influence young people product involvement: a young person's age, an individual's subjective knowledge, parental influence, peers influence, and product category.

3. CONSUMER BUYING BEHAVIOUR

In the following chapter, a literature review will be conducted. The aim of this chapter is to introduce theories, concepts, and findings from previous research, relevant for understanding the research question and developing theoretical framework, which will guide the empirical study.

3.1. Introduction to Consumer Buying Behaviour

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are affected by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires." (Solomon,1995, p.361-371)

In the marketing context, the term "consumer" refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (www.iosrjournals.org). Engel, et al. define consumer behavior as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited, insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated

concepts and methods of investigation provided by behavioral sciences in order to understand, predict and possibly control consumer behavior more effectively(www.iosrjournals.org).

In addition to that “.....consumer preferences can serve as markers in developing and targeting persuasive messages to attract specific consumer groups. This will help marketers to develop strategies to increase sales (Atkini; Novak; Rosanna, 2007, p. 131-150).

Kotler (1997), and Jobber and Chadwick (2012) discuss two significant aspects of consumer behavior in order to understand how outside stimuli influence the consumers consciousness in decision making: factors influencing consumer behavior, and understanding the consumer decision making process. Figure 1 maps Assael’s (2004) model of consumer behavior, as applied to wine drinkers. The model is centered on consumer decision making, which is affected and controlled by both the consumer’s individual influence and environmental influences. As a result of the decision making, the consumer responds with either action (purchase) or non action. Their response not only influences their future decision making, but also the greater environment, often through word of mouth communication (Jobber; Chadwick, 2012). In order to gain a greater understanding of choice and preference in wine purchasing decision, the three elements of the model; consumer decision making, individual influences and environmental influences are explored in wine purchasing behavior.

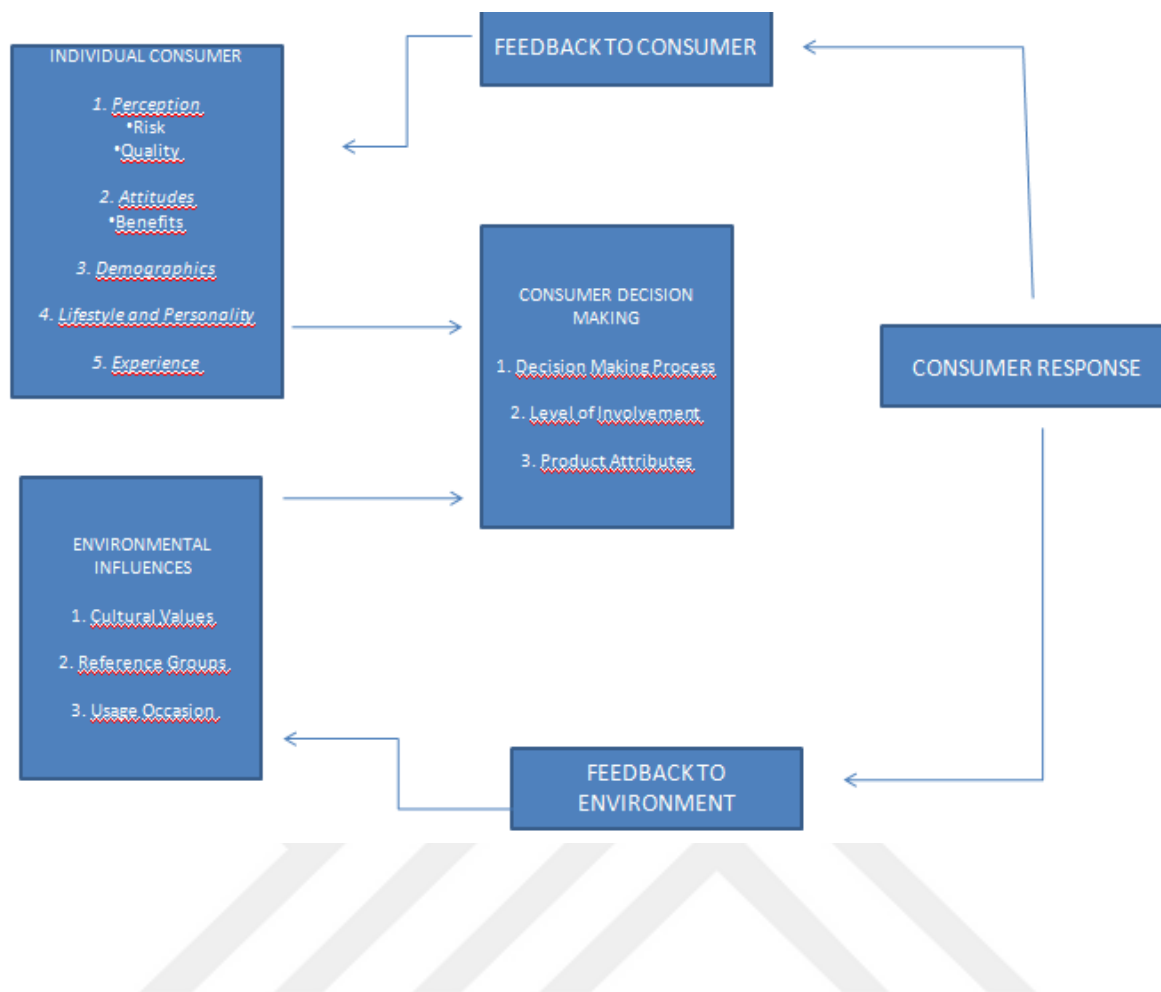


Figure 1. Assael's model of consumer behavior (2004)

Assael's (2004) model of consumer behavior identifies the many aspects of the individual consumer which influence their ultimate choice in the decision making process. Consumers are influenced in decision making by their perceptions, attitudes, characteristics, lifestyle, and personality (Assael, 2004). Some authors identify perceived risk as the most influential factor in determining choice in wine purchasing decisions (Hall, 2004; Winchester, 1999, p. 19-35). Wine consumers infer quality about wine in different ways depending on their level of knowledge and degree of experience in purchasing wine (Mitchell, 1989, p. 31-46).

3.2. Consumer Personality Factors

There are two factors mostly affecting the consumers for decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be

certain and sure of what they are purchasing (Donthu, 1996). High risk adverse consumers need to be very certain about what they are buying. Whereas, less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donthu, 1996, p.69-76).

3.3. Consumer Perception Factors

Perception is a mental process, whereby an individual selects data or information from the environment, organizes it and then draws importance or meaning from it. One of them is named as perceived fit which is an attitudinal measure of how appropriate a certain channel of distribution is for a specific product. Another perception factor is quality that if the products have quality the consumer will pay the price. Packaging is also another significant perception factor that establishes a direct link with the consumers at the point of purchase as it can very well change the perceptions they have for a particular brand.

3.4. Promotion

The biggest challenge faced by companies today is holding and rising up their market share and value. Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific organizational objectives. There are four concepts related with promotion. One of them is familiarity with a channel. Consumer's familiarity with a channel is a measure of the general experience they have with purchasing products through specific channels (i.e. catalog, internet, and bricks and mortar retailer). With frequent use consumers should become accustomed to using the channel which reduces their apprehension and anxiety in purchasing products through the channel. According to Rossiter and Percy (Rossiter; Percy, 1987), brand awareness precedes all other steps in the buying process related to promotion concept. Family is also another influence on the behaviors of its members. Moreover, shopping motives are influential on people that are defined as consumer's wants and needs as they relate to outlets at which to shop. Two groups of motives, functional and nonfunctional, have been proposed by Sheth (Sheth, 1992, p.345-353). Functional motives are associated with time, place, and possession needs and refer to rational aspects of channel choice. Whereas non-functional motives related to social and emotional reasons for patronage. The functional motives

included: convenience, price comparison, merchandise assortment. The nonfunctional motives entail: recreation (www.iosrjournals.org).

3.5. Consumer Decision Making Influences

Sanchez and Gill (1998) describe the decision making process of wine consumers as having four stages; need recognition, search for information, evaluation of alternatives, and final choice. Figure 2 shows a wine consumer decision process, which highlights key areas of consideration for understanding preference and choice. The three stages of the wine consumer decision making process which are complex for the consumer, and therefore, are of concern to wine marketers are, the search for alternatives and the evaluation of alternatives, and to a lesser extent, need recognition. Furthermore, consumer behavior is defined and guided by complex internal processes and external factors. Kotler and Armstrong (2004) distinguish between cultural, social, personal and psychological characteristics as those factors that exert the strongest influence on consumer purchases.

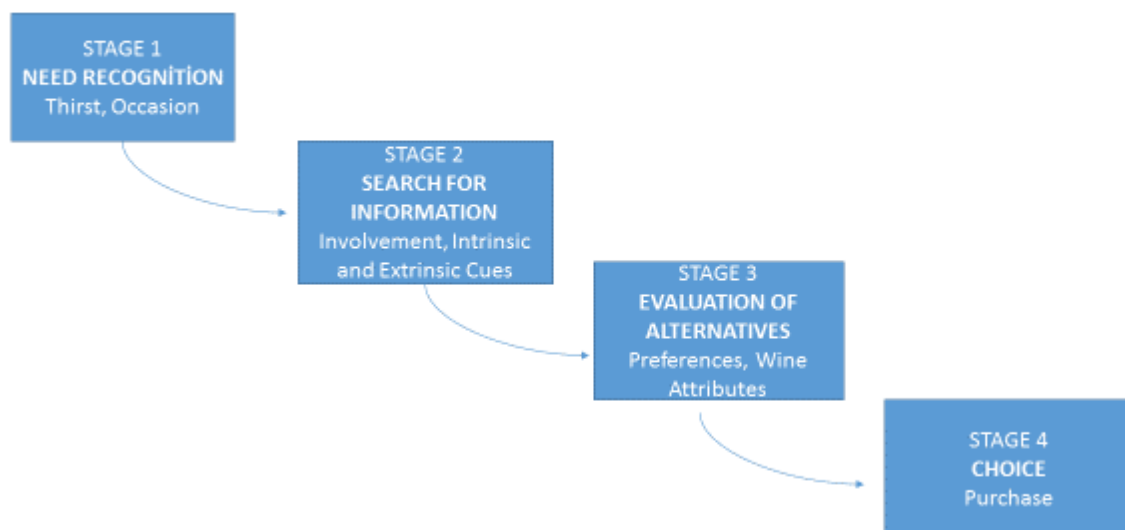


Figure 2. Wine consumer decision process (Sanchez; Gill, 1998)

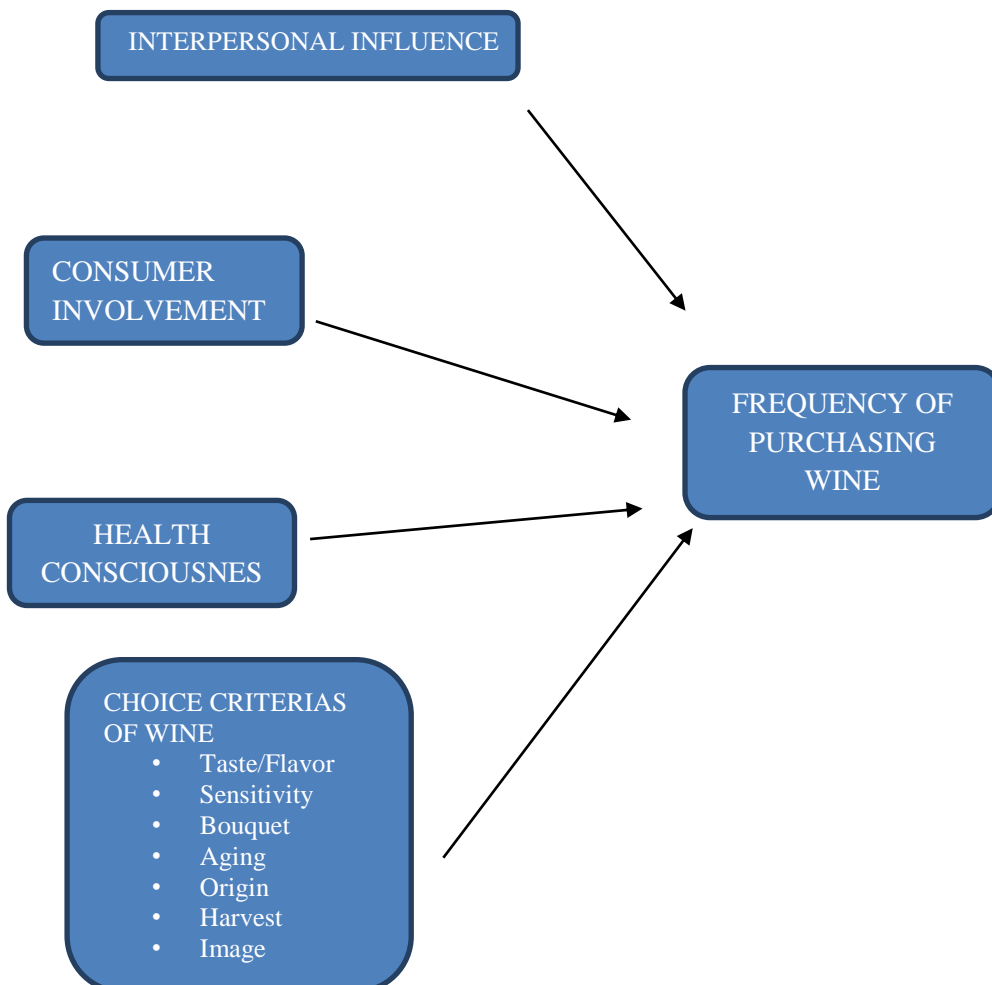
3.6. Environmental Influences

Several studies have revealed that an individual's environment related perception, cognition and emotion are positively associated with environmental behavior (Kollmuss; Agyeman, 2002, p.239-260).

Beyond the consumer's individual influences on purchasing decisions and the four stages of the actual decision making process, environmental factors also affect choice. Assael (2004) claims environmental influences as macro effects, which are derived from cultural and social norms. The holistic effects take into account the overall consumption experience, and not just the purchasing process.

4. FACTORS INFLUENCING WINE PURCHASING BEHAVIOUR

4.1. Theories related to wine purchasing behaviour:



The basic purpose of the research was to identify factors affecting the frequency of purchasing wine for young people. In this research, 4 factors were analyzed in terms of whether being influential or not. Firstly, interpersonal influence was chosen which is referred to the change in one's behaviour because of other's feelings, thoughts that are communicated, to them through different sources. As the purchasing or action follows beliefs and formation of belief is a complex process affected by numerous reasons and factors. There is a broad spectrum of factors that lead to transform consumer decision making. Few of those includes is the consumers own information and experience regarding wine culture. If the consumer has a hand on experience with a brand, then there is lesser possibility to get influenced. Another reason can be the source of information, i.e. How credible or powerful it is for the consumer. This can also impact the consumers' beliefs about wine and alter his/her attitude. It is also intended to figure out the relationship whether there is a connection between interpersonal influence and the frequency of wine purchasing in terms of behaving or getting influenced from someone else's belief.

Secondly, consumer involvement was the second factor that we focused on how influential is on the frequency of purchasing. Depending on a consumer's experience and knowledge, some consumers may be able to make quick purchase decisions and other consumers may need to get information and be more involved in the decision process before making a purchase. So, it was intended that to figure out the level of involvement reflects how personally important or interested the young consumers are in consuming wine and how much information they need to make the decision of purchasing.

Furthermore, health consciousness was the another factor that was investigated at what degree is important about being effective on frequency of wine buying or not for young consumers. Different researches conclude that a better understanding of consumers' perception of healthy foods and its determinants are key success factors for market orientation and development. So, in this study, it was intended to figure out whether there is a relationship between health consciousness and the frequency of wine purchasing.

Final factor that we analyzed the relationship with wine purchasing was the choice criterias of wine. Consumers conduct a search of information prior to their purchase. They evaluate products based on information cues, such cues might be intrinsic such as taste, origin, harvest, aging, image, bouquet, design(presentation) and specifications of wine. So, it was aimed also understand the relationship between the effects of these intrinsic factors on frequency of wine purchasing.

4.1.1. Consumer Involvement

Involvement has been a vital concept in consumer research recently. It seems possible that the level of involvement consumers have with a product will have an impact on their evaluation of its quality, both positively and negatively.

A definition of involvement describes it as “a person’s perceived relevance of the (consumption) object based in inherent needs, values and interests’ (Zaichkowsky, 1985, p.643-653). An alternative definition has been perceived recently as “a motivational and goal directed emotional state that determines the personal relevance of a purchase decision to a buyer’ (Brennan; Mavondo, 2000, p.132). Relevance is a common word in both definitions and it is also crucial to note that both focus on the consumer; it is not the product which creates involvement (Richins; Peter, 1986, p.280-285). However, a comparison of both definitions highlights the distinction between two forms of involvement: product class involvement (PCI – sometimes termed enduring involvement) and purchase decision involvement (PDI).

4.1.2. Social Factors

Interpersonal Influence Theory

An early review by McGuire (1968) summarized numerous theoretical and empirical articles dealing with various aspects of susceptibility to interpersonal influence and the relationship of susceptibility to interpersonal influence and the relationship of susceptibility to other individual traits and characteristics. This review concluded that susceptibility to interpersonal influence is a general trait that varies across persons and that a person’s relative influenceability in one situation tends to have a significant positive relationship to his or her influenceability in a range of other social situations. McGuire (1968) also cited evidence showing that conformity and persuasibility exist across occurrences. That is, people who conform to one source on one issue will likely conform to other sources on other issues.

Further, susceptibility to influence by others is related to other personal characteristics (e.g., self-esteem, intelligence) (McGuire, 1968; Petty; Cacioppo, 1981). Cox

and Bauer (1964, p.453-466) pointed out that people with low self-esteem comply with others' suggestions to avoid social disapproval. Cox and Bauer's research demonstrated that a relationship between self-confidence and persuasibility, previously found among men, also existed among women under some conditions. Likewise, Janis(1954) cited both clinical and correlational studies that suggested that some people consistently are amenable to social influence while others are consistently resistant. Based on his research, Janis (1954, p.211-218) concluded that individuals with low self-esteem tend to be more readily influenced than others. Likewise, Berkowitz and Lundy (1957, p.306) found that persons low in interpersonal confidence are more susceptible to peer influence.

Consumer Susceptibility to Interpersonal Influence

Although susceptibility to interpersonal influence appears to be an important individual difference variable for the study of consumer behavior, it unfortunately has been neglected as a general trait in recent articles from psychological and consumer research have documented the existence of manifest interpersonal influence upon individual decision processes (e.g., Cohen and Golden, 1972; Kassarjian and Robertson, 1981; Moscovici, 1985; Sherif, 1935). In this regard, Deutsch and Gerard (1955) posited that interpersonal influence is manifested through either normative or informational influences.

Burnkrant and Cousineau (1975, p. 206-215) defined normative influence as the tendency to conform to the expectations of others. Consumer research has separated normative influence into value expressive and utilitarian influences (Bearden; Etzel, 1982, p. 183-194; Park; Lessig, 1977, p. 102-110; Price, Feick and Higie, 1987, p.130). Value expressiveness reflects the individual's desire to enhance self-image by association with a reference group. Value expressiveness is motivated by the individuals's desire to enhance or support his or her self-concept through referent identification (Kelman, 1961, p. 57-78).

Deutsch and Gerard (1955, p. 629-636) defined informational influence as the tendency to accept information from others as evidence about reality. Informational influence may occur in two ways. Individuals may either search for information from knowledgeable others or make inferences based upon the observation of the behavior of others (Park and Lessig, 1977, p. 102-110).

In summary, recent research on manifest susceptibility to interpersonal influence has suggested that it is a multidimensional construct. Consequently, it seems reasonable to assume that the general trait of susceptibility to interpersonal influence also is multidimensional. Hence, recognizing the existence of alternative manifestations of interpersonal influence documented by recent research, consumer susceptibility to interpersonal influence is defined as the need to identify or enhance one's image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others and/or seeking information from others.

An individual identifies with the group to the extent that he takes on many of the values, attitudes or behaviors of the group members. These might be families, friends, civic and professional organizations. Consumer wants, learning, motives etc. are influenced by person's family, roles or status, and social class.

The membership groups of an individual are social groups to which he belongs and which will affect him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc. The effect level may vary depending on individuals and groups. But it is generally observed common consumption trends among the members of a same group.

Furthermore, the family is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, acquire values. But also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. But also on his consumer habits, his perception of brands and the products he buys. For many of people and for some products and brands, the same buying habits and consumption patterns that the ones they had known in our family.

Perceptions and family habits generally have a strong influence on the consumer buying behavior. People will tend to keep the same as those acquired with their families. For example, if you have never drunk Coke during your childhood and your parents have described it as a product "full of sugar and not good for health". There is far less chance that you are going to buy it when you will grow up than someone who drinks Coke since childhood.

Social status meanwhile reflects the rank and the importance of this role in society or in social groups. Some are more valued than others. The social role and status profoundly influences the consumer behavior and his purchasing decisions. Especially for all the “visible” products from other people. For example, a consumer may buy a Ferrari or a Porsche for the quality of the car but also for the external signs of social success that this kind of cars represents. Moreover, it is likely that a CEO driving a small car like a Ford Fiesta or a Volkswagen Golf would be taken less seriously by its customers and business partners than if he is driving a German luxury car. And this kind of behaviors and influences can be found at every level and for every role and social status.

4.1.3. Personal Factors

The lifestyle of an individual includes all of its activities, interests, values and opinions. The lifestyle of a consumer will influence on his behavior and purchasing decisions. For example, a consumer with a healthy and balanced lifestyle will prefer to eat organic products and go to specific grocery stores, will do some jogging regularly (and therefore will buy shoes, clothes and specific products), etc..

Personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and results in constant behaviors. It materializes into some traits such as confidence, sociability, autonomy, charisma, ambition, openness to others, shyness, curiosity, adaptability, etc..

While the self-concept is the image that the individual has – or would like to have – of him and he conveys to his entourage. These two concepts greatly influence the individual in his choices and his way of being in everyday life. And therefore also his shopping behavior and purchasing habits as consumer. (Solomon, 2012, p.106-134)

4.1.4. Psychological Factors

Motivation is what will drive consumers to develop a purchasing behavior. It is the expression of a need which became pressing enough to lead the consumer to want to satisfy it. It is usually working at a subconscious level and is often difficult to measure.

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act. Depending to his or her experiences, beliefs and personal characteristics, an individual will have a different perception from another. Each person faces every day tens of thousands of sensory stimuli (visual, auditory, kinesthetic, olfactory and gustatory). It would be impossible for the brain to process all consciously. That is why it focuses only on some of them.

Price perception is another main issue among psychological factors. It is a marketing strategy used by businesses to raise up total sales. Consumers, are mostly inclined to pay more for an item simply because of price perception. As long as customers understand a price to be acceptable, even if it is a result of strategic marketing efforts by a retailer or manufacturer, they may be convinced to make a higher-priced purchase that would otherwise be ignored.

Antonio Rangel, an associate professor of economics at Caltech, and his colleagues found that changes in the stated price of a sampled wine influenced not only how good volunteers thought it tasted, but the activity of a brain region that is involved in our experience of pleasure. In other words, “prices, by themselves, affect activity in an area of the brain that is thought to encode the experienced pleasantness of an experience.”

Lichtenstein et al. (1993) classified positive and negative price perceptions which affect price acceptability. To prove the relationships among the price perception and acceptability related with wine, Lichtenstein’s scale was used.

Lichtenstein et al. (1993) suggested seven price-related constructs, i.e. five consistent with a perception of price in its “negative role”: value consciousness, price consciousness, coupon proneness, sale proneness, price mavenism, and two consistent with a perception of price in its “positive role”: price-quality schema, prestige sensitivity. Another significant variable with the positive role of price is price fairness. Many previous studies have indicated that price acceptance level of consumer relies on their perception of price fairness. Lii and Sy proved that the consumer’s perception of price fairness affects both positive and negative emotions directly and affect on repurchase intention and behaviours indirectly.

Learning is another subject in psychological factors that is occurred through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. For example, if a person is sick after drinking milk, he had a negative experience, you associate the milk with this state of discomfort and he learns that he should not drink milk. Therefore, you does not buy milk anymore.

Rather, if he has a good experience with the product, he will have much more desire to buy it again next time. The learning theories can be used in marketing by brands. As the theory of operant conditioning which states that you can build a good image and high demand for a product by associating it with a positive reinforcement (or rather a bad image with a negative reinforcement).

A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc..), he will develop beliefs that will influence his buying behavior. While an attitude can be defined as a feeling, an assessment of an object or idea and the predisposition to act in a certain way toward that object. Attitudes allow the individual to develop a coherent behavior against a class of similar objects or ideas.

Beliefs as well as attitudes are generally well-anchored in the individual's mind and are difficult to change. For many people, their beliefs and attitudes are part of their personality and of who they are. (Solomon, 2012, p.138-156)

4.1.5. Health Consciousness

From a public relations or social marketing perspective, audience segmentation is a primary step in designing effective interventions to improve health knowledge and to promote health attitude and behavior (Atkin & Freimuth, 1989, p. 131-150; Donahew, 1990, p. 136-152; Grier & Bryant, 2005, p. 319-339; Grunig, 1989, p. 199-228). However, regarding public health issues, scholars have pointed out that, by and large, only socio-demographic variables (e.g., gender, age, race, education, socioeconomic status, etc.) have been commonly applied in such segmentation procedures and previous research projects (Grier & Bryant, 2005; Kraft & Goodell, 1993, p. 18-25; Slater, 1996, p 267-283). Although audience segmentation based on socio-demographic variables necessitates less effort and financial cost, it has definite

limitations. For example, Slater and Flora (1989, 1991) found individuals in a similar demographic group might be different in terms of other health-relevant perceptions and/or behaviors.

Health consciousness is a particularly important psychographic variable in further developing audience segmentation pertaining to health issues because previous studies have shown that health consciousness predicts a variety of health attitudes and behaviors (Furnham & Forey, 1994, p. 458-469; Gould, 1988, 1990, p. 228-237; Iversen & Kraft, 2006, p. 601-610). It is also believed that an individual's level of health consciousness is closely related to how he or she seeks and responds to health information (Basu & Dutta, 2008, p. 70-79; Dutta-Bergman, 2004b, p. 273-288; 2005 p. 1-16; Dutta, 2007, p.181-189; Dutta & Feng, 2007; Iversen & Kraft, 2006, p. 601-610). Therefore, taking heed of individuals' health consciousness is important in designing health interventions and segmenting target publics, because it determines their responses to health information and sources of health information.

Specifically, Forthofer and Bryant (2000, p. 36-43) explained why identifying individuals with high health consciousness is important in several ways. First, and most fundamentally, different approaches to groups with different levels of health consciousness are feasible, which in turn increases the effectiveness of health intervention. Second, according to Forthofer and Bryant (2000, p. 36- 43) individuals with high health consciousness are regarded as "targets of greatest opportunity" (p. 37) because they are more likely to be ready to undertake health preventive behaviors. By targeting health conscious individuals, health interventions have a better chance to achieve desirable outcomes (Forthofer & Bryant, 2000, p. 36-43). Third, the attitudes or behaviors of health conscious individuals could be diffused among other people who are less likely to change their attitudes or behaviors (Forthofer & Bryant, 2000, p. 36-43).

4.1.6 Choice Criterias of Wine

Wine is a product that can lend itself to interesting cross-cultural analyses. Influenced by the Bourdieu-style structuralist approach of French society, Bartoli and Boulet (1989) showed the extent to which wine consumption was the result of a collective learning process which has marked the French deeply and lastingly, associating the question of wine quality with product origin and the values attached to this notion: local agricultural and climate specifics, winemaking traditions and collective management of the asset of the regional

appellation. One result of this collective learning process has been to define the quality of the product on the basis of its production attributes, rather than referring to its purely market qualities.

Although this “French model” may have imposed itself on the worldwide market, it is having difficulty remaining competitive today in countries that do not produce commercial quantities of wine (such as the UK) or have recently become producers (such as Australia or California). Consumers in these countries are more and more interested in wine, but have not been exposed to this “culture” of the terroir. Their model tends to be that of intrinsic product quality as testified by its consistency of style and identified by the brand, merchantable quality and value for money. This diverging vision of food quality is so strong that it leads to major clashes in international negotiations at the WTO. On the one hand, there are the advocates of terroir-based quality, with France in the front line, and on the other the proponents of the commercial brand, generally headed by the English-speaking countries who consider the argument of the terroir as obstructing fair competition.

Hofstede (1980) proposes two levels of definitions. The first defines culture as qualifying the state of “knowledge” applied to the domain of art and literature, on the level of an individual or a group. The second conception refers to all the simple and human activities of everyday life – “greeting, eating, expressing or hiding feelings, keeping a certain distance from people, making love, respecting hygiene rules”. Hofstede specifies that this is mental programming resulting from ongoing learning processes that are not always conscious in the different social environments to which individuals are exposed. We find here the notion of habitus defined by Bourdieu (1980); in the words of the sociologist, habitus is a set of durable, transposable dispositions resulting from the incorporation of experience, with this incorporation enabling the individual to act and to interpret the social world. The role of primary (childhood, adolescence) and secondary (adult) socialisation is very important in structuring the habitus.

In evaluating the alternative product or brand choices among the members of the evoked set, the consumer essentially translates his or her need into a want for a specific product or brand. The evaluation of alternatives is the black box of consumer behaviour because it is typically the hardest for marketers to understand, measure, or influence. Generally, buying process is that consumers base their evaluation on a number of different criteria, which usually equate with a number of product attributes.

Consumers evaluate products as bundles of attributes that have varying abilities to satisfy their needs. In buying a car, for example, each potential choice represents a bundle of attributes, including brand attributes (e.g., image, reputation, reliability and safety), product attributes (eg., styling, sportiness, roominess, color) and price. Each consumer has a different opinion as to the relative importance of these attributes –some put safety first, while others consider price the dominant factor. Another interesting feature of the evaluation stage is that the priority of each consumer’s choice criteria can change during the process. (Ferrel; Hartline, 2012, p.121)

5. METHODOLOGY

5.1. Aim of the research

The aim of the research is to identify the factors influencing the wine purchasing frequency for young consumers in Turkey. The factors chosen for this study are the consumer involvement, health consciousness, interpersonal influence and choice criterias of wine.

An exploratory approach was chosen as the phenomenon of young people’s wine purchasing frequency in Turkey. Exploratory studies are especially sufficient when the area of research is moderately new, little is known about the research problem or significant variables have not been identified or clearly defined yet.

This pilot research’s purpose is to provide first insights into the phenomenon and tests the feasibility of the developed research design so as to lay the grounds for potential further large-scale investigations of wine consumer behavior in Turkey.

5.2. Sample

Data for this study were collected from a sample of 67 respondents who are studying students mostly at universities and who are also wine consumers. Their ages are varying from

18 to 25. Data was collected in an online questionnaire via Survey Monkey. The tables which are below show demographic distribution of the sample.

5.1.3. Choice of research approach

It is significant to bear in mind that it is not the purpose of this study to develop new and unique theories but to give insights and deepen knowledge. As a result, the study moves away from dualistic perspective on either adopting inductive or deductive research strategies. Instead, there is an effort to acknowledge that most research is characterized by a dynamic interaction between induction and deduction, moving back and forth between empirical evidence and theory.

Although the inductive elements of this study are concerned with discovering patterns or trends of wine consumption among young people based on the empirical data, testing of theories and hypotheses fall into the realm of deduction.

5.3. Research question;

Considerable studies that focus on the consumer behavior about wine purchasing have become increasingly significant and popular. (Lohmann & Foster, 1997; Siderer, Maquet, & Anklam, 2005, p.142). Besides rather hedonistic motives of drinking wine and rising interest in personal health and nutrition matters, numerous studies put forward that consumers are evenly driven by more altruistic motives, focusing on the working conditions, environment as well as animal welfare (Wier; Calverley, 2002, p.45-62). The lack of information about consumers prevents all actors within the wine industry from establishing selective marketing and communication measures which actually form the basic prerequisites for the success of a product. Consequently, further research is demanded.

Based on the previously outlined considerations this study will investigate the following question:

“What are the factors that influence the purchasing frequency of young consumers related to wine?”

The question is based on the hypothesis that different factors influence the purchasing decision process. The main aim of this thesis is to determine the leading and prevailing aspects about wine purchasing behaviour including psychological as well as cultural, social and personal factors by means of different methods.

5.4. Scope & limitations

Consumer research is a large academic field characterized by various approaches and perspectives. Generally, it can be asserted that consumer behavior is influenced by psychological as well as cultural, social and personal factors (Kotler; Armstrong, 2004).

While abundant studies (Grunert, 1995, p. 39-62; Rokeach, 1973; Vinson, Scott, Lamont, 1977, p. 44-50) have demonstrated that the purchase decision making processes are largely affected by personal and cultural values, when asked, only the minority of consumers are able as well as willing to explicitly determine the values and motives underlying their behavior. As a result, a descriptive research method will be adopted, which has proven useful for identifying different variables (Zanoli; Naspetti, 2002, p.341-352).

The focus of this study is private consumption. Consumption within gastronomy or the decision making steps and purchases of companies and institutions will not be included. Additionally, different classifications of wine such as vin de table, vin de pays, vdg and aoc are not intended to be focused on. The main purpose of thesis is to identify the young people's general attitude to wine without focusing on special classification. Besides, other beverages, alcoholic and non-alcoholic, will not be investigated.

Although the potential benefits of including wine consumers as a discriminatory group, studying their purchasing behavior goes beyond the scope of this study and is therefore neglected. Due to the focus of this study being actual consumer behavior, it is

refrained from studying consumers who seem religious as this would provide a bias and non-objective result too.

5.5. Relevance

This study and its focus on the leading and prevailing aspects about wine purchasing behaviour including psychological as well as cultural, social and personal factors in Turkey are of special relevance of all alcoholic producers and traders.

As viticulture has grown considerably over the past two decades, retailers as well as top wine producers are increasingly becoming interested in purchasing behavior of wine especially for young people who form a great part of marketing share. This increased attention on the part of business might soon lead wine out of its long-time niche existence.

While Turkey is assigned a leading role in the wine market, it displayed a very different development in the last decades, not only concerning market share and per capita consumption but also with respect to the retailing channels used (Tosun, 2005).

However, what still constraints the positive development viticulture is the lack of product knowledge on the part of consumers and retailers who are not specialized in wine production. By the same token, it seems very difficult to produce and sell high-class wines from old and qualified vineyards of Turkey. Due to produced wines having inferior quality and insufficient marketing strategies, leads the young people who have been conscious day by day abstaining from consumption of wine.

In order to strengthen the position of wine producers and improve their market performance, efficient communication and marketing strategies that reach and inform the potential consumers and retailers need to be developed. Such communication and marketing efforts are to date relatively rare because of the political stance of government. For the most part, this can be explained by the current lack of knowledge of the producers about consumers.

5.6. Reliability

The study has a high internal reliability, as our quantitative method has logic and this reality has been described in depth in the methodology, data collection, processing and analysis.

5.7. Biases

Non-response bias, the risk that some respondents choose not to answer certain questions, is likely to have occurred. There is also a risk for respondents not having the same psychological situation in order to focus on the questions. In addition to this, there are 92 questions in the questionnaire to answer which are really time consuming and difficult to focus. Some respondents also abandon the survey due to that reason.

5.8. Main Research Constructs And Dimensions

5.8.1. Consumer Involvement Construct

In this research, Laurent and Kapferer's (1985, p. 290-295) The Consumer Involvement Profile (CIP) is used to measure about affecting the wine purchasing behaviour. This is a five-facet measure and composed of 16 Likert-type statements (totally disagree to totally agree), all scored a 5 point basis. The items in each facet are summed to form an overall measure of each facet. The CIP was originally drafted in French and then translated into English. Then, for our research it was translated into Turkish. Our sample of n=69 young consumers from Istanbul responded to the CIP and other measures.

Table 1. Consumer Involvement Profiles: CIP (Laurent and Kapferer 1985)

<p>CONSUMER INVOLVEMENT</p>	<ol style="list-style-type: none"> 1. When you choose, it is not a big deal if you make a mistake 2. It is really annoying to purchase that are not suitable 3. If, after I bought, my choice(s) prove to be poor, I would be really upset 4. Whenever one buys, one never really knows whether they are the ones that should have been bought 5. When I face a shelf of, I always feel a bit at a loss to make my choice 6. Choosing is rather complicated 7. When one purchases, one is never certain of one's choice 8. You can tell a lot about a person by the he or she chooses 9. The I buy gives a glimpse of the type of man/woman I am 10. The you buy tells a bit about you 11. It gives me pleasure to purchase 12. Buying is like buying a gift for myself 13. is somewhat of a pleasure to me 14. I attach great importance to 15. One can say interests me a lot 16. is a topic which leaves me totally indifferent
-----------------------------	---

5.8.2. Interpersonal Influence Construct

Consumer susceptibility to interpersonal influence is assumed to be a general trait that varies across individuals and is related to other individual traits and characteristics. The construct is defined as the need to identify with or enhance one's image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about product and services by observing others or seeking information from others (Bearden et al. 1989, p.474).

The scale consists of 12 items each operationalized as a Likert scale, ranging from strongly disagree to strongly agree. All items are positively worded. The 12 items reflect correlated dimensions of susceptibility toward wine purchasing. Our sample of n=67 young consumers from Istanbul responded to the Interpersonal Influence scale and other measures.

Table 2. Interpersonal Influence: Consumer Susceptibility To Interpersonal Influence (Bearden, Netemeyer, and Teel 1989)

<p>INTERPERSONAL INFLUENCE</p>	<ol style="list-style-type: none"> 1. I often consult other people to help choose the best alternative available from a product class. 2. If I want to be like someone, I often try to buy the same brands that they buy. 3. It is important that others like the products and brands I buy. 4. To make sure I buy the right product or brand, I often observe what others are buying and using 5. I rarely purchase the latest fashion styles until I am sure my friends approve of them 6. I often identify with other people by purchasing the same products and brands they purchase 7. If I have little experience with a product, I often ask my friends about the product 8. When buying products, I generally purchase those brands that I think others will approve of 9. I like to know what brands and products make good impressions on others 10. I frequently gather information from friends or family about a product before I buy 11. If other people can see me using a product, I often purchase the brand they expect me to buy 12. I achieve a sense of belonging by purchasing the same products and brands that others purchase
------------------------------------	--

5.8.3. Health Consciousness Construct

In this research, Health Consciousness scale was used the measure about the factors related to wine purchasing. As claimed by the Gould (1988), HCS seems to tap an over-all alertness, self-consciousness, involvement, and self monitoring of one's health. Health consciousness scale is composed of nine items scored on 5-point scales from 0 to 4. Our sample of n=67 young consumers from Istanbul responded to the HCS and other measures.

Table 3. Health Consciousness Scale: HCS (Gould 1988)

HEALTH CONSCIOUSNESS SCALE: HCS	<ol style="list-style-type: none">1. I reflect about my health a lot2. I am very self-conscious about my health3. I am generally attentive to my inner feelings about my health4. I am constantly examining my health5. I am alert to changes in my health6. I am concerned about my health all the time7. I am aware of the state of my health as I go through the day8. I notice how I feel physically as I go through the day9. I am very involved with my health
---------------------------------------	--

5.8.4. Perceptions of Quality Construct

Since perceived quality is an abstract construct and is of a multi-dimensional nature, the development of mensuration scales is a question of vital importance, for both researchers and practitioners, Some authors have underlined the interest of developing generalizable scales to services (Parasuraman, Zeithaml & Berry, 1988, p.49(4)) or to food products (Bonner & Nelson, 1985, p. 269-294). However, many authors recognize the interest of interest of scales directed to a product or specific service.

Researchers constructed and validated a quality measurement scale, the perceived quality measurement scale. They analyzed the dimensions of the perception of quality regarding red wine They also aimed to establish and develop scale that would allow red wine consumers' perception of quality to be measured with an adequate degree of validity and reliability that would make it useful ro firms in wine industry.

Attempts have been made to solve quality evaluation using measuring instruments that allow indirect assesments of quality to be obtained by using a set of items reflecting its main aspects. Jover, Montes and Fuentes followed the procedures suggested by Churchill (1979, p. 491- 504), Anderson and Gerbing (1988, p. 411-423), and Bagozzi (1994, p. 74-94) to construct measuring scales that offer more substantial measurements.

They started by taking the definition of perceived quality as “a form of attitude that is related, but not equivalent, to satisfaction and is the result of comparing expectations, with perceptions of performance.”

Scale analyses of 7 dimensions and there are 21-item instruments. Likert Scale was used ranging from strongly disagree to strongly agree.

Table 4. Measuring Perceptions Of Quality In Food Products (Jover, Montes, Fuentes, 2003)

- a. Origin
 1. You can tell what an excellent wine is by the prestigious region of origin.
 2. Excellent wines usually come from regions with a good Appellation d'Origine.
 3. The winery's fame is a determining factor in a wine's excellence.
- b. Image
 4. An excellent wine is one that is renowned.
 5. Excellent wines are those recommended by people who talk about wine in the press, in magazines, on TV or on the radio.
 6. Other people's referrals (friends or colleagues) are a good guide to telling which wines are excellent.
 7. The sommeliers' (people who serve alcoholic beverages to hotels and restaurants) opinion sanctions a wine's excellence.
 8. A wine's excellence is determined by the opinion of the experts.
- c. Presentation
 9. An elegant design and an attractive bottle and label have an influence on a wine's excellence.
 10. An excellent wine has a good quality label and bottle.
- d. Age
 11. The more a wine has been aged, the more excellent it will be.
 12. Older wines are more excellent.
- e. Harvest
 13. The year of harvest information is a key factor in a wine's excellence.
 14. Excellent wines come from excellent crops.
 15. The different years of harvest determine to what extent a wine is excellent.
- f. Sensitivity
 16. The degree of solidness and thickness (body) in a wine is an indicator of its excellence
 17. An excellent wine has a perfect balance of sharp, sweet and bitter tastes.
 18. An aromatic wine is an excellent wine.
 19. A wine's excellence is appreciated in the balance of aromas.
- g. Acuteness of bouquet
 20. Excellent wines have very complex (diverse) bouquets.
 21. A wine's excellence is denoted by the intensity of its bouquet.

According to literature review, it is expected that the factors of Consumer Involvement, Health Consciousness, Interpersonal Influence and Choice Criterias have an effect on frequency of wine purchasing. Hence it is hypothesized that:

H1: Reference group has an impact on young people's frequency of wine purchasing.

H1: Health consciousness has a positive effect on frequency of wine purchasing

H2: Involvement about wine has a positive effect on frequency of wine purchasing.

H3: Reference group does not have effect on young people's wine purchasing behaviour.

H4: Bouquet of wine has an effect of frequency of wine purchasing.

H5: Sensitivity of wine has an effect of frequency of wine purchasing.

H6: Presentation of wine has an effect of frequency of wine purchasing.

H7: Origin of wine has an effect of frequency of wine purchasing.

H8: Harvest of wine has an effect of frequency of wine purchasing.

H9: Image of wine has an effect of frequency of wine purchasing.

H10: Aging of wine has an effect of frequency of wine purchasing.

PROPOSED MODEL OF THE RESEARCH;

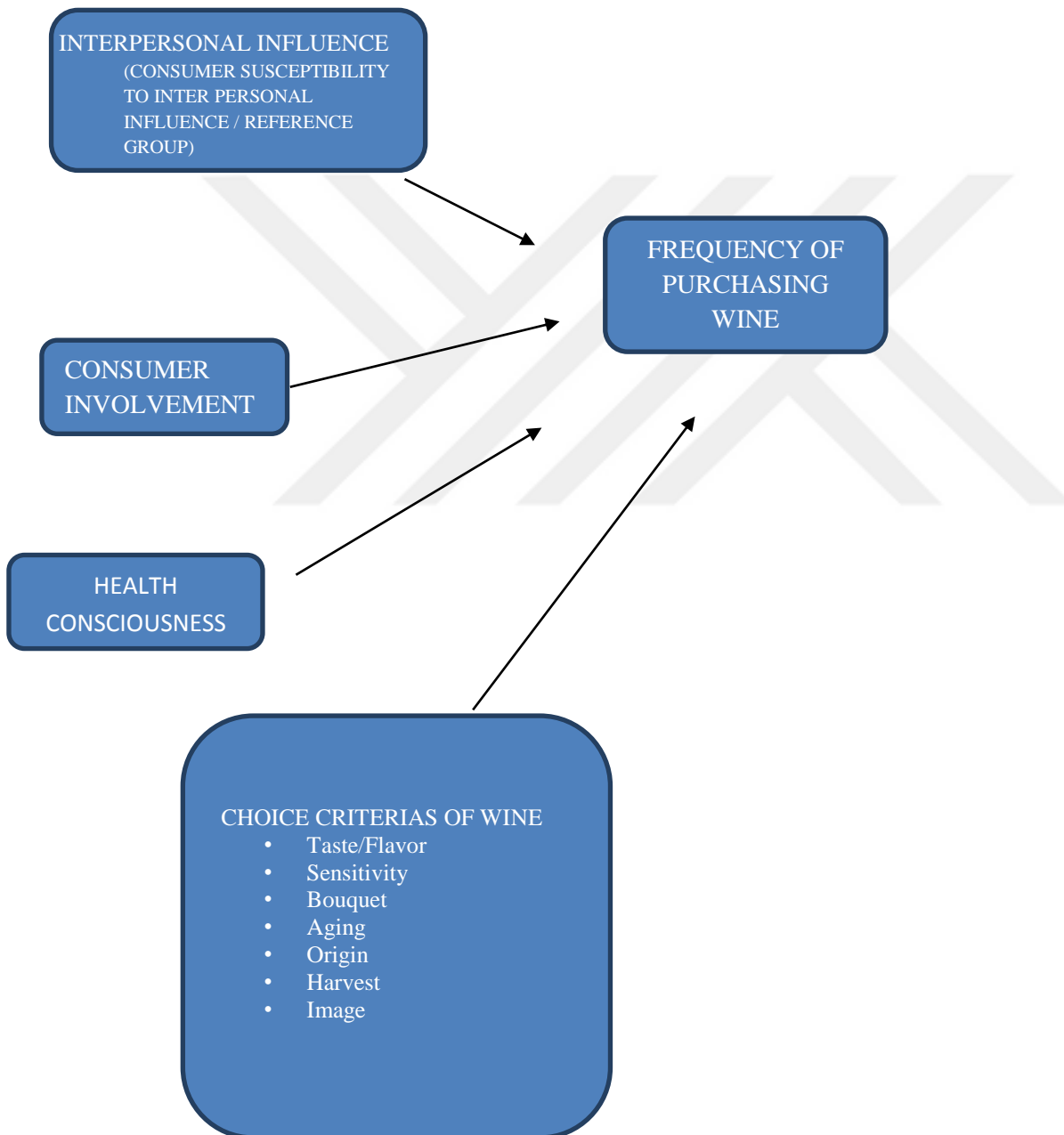


Figure 3. , Theoretical framework for this study

6. DATA PROCESSING AND ANALYSIS

6.1. Data Processing

After finishing the data collection by means of online survey, the data obtained was imported and entered into Microsoft Office Excel and prepared for the subsequent analysis for IBM SPSS.

6.2. Respondents' Profile

The first analysis with the data was done to find out the profile of the respondents. Descriptive statistics of the demographic variables were found.

6.3. Demographic Variables

Descriptive statistics for the survey respondents are type of health consciousness, involvement, interpersonal influence, and choice criterias of wine. The data from the online survey was entered into SPSS according to the developed codebook.

6.4. Frequency Distributions

Table 5. Frequency of Gender

Gender		
	Percent	Frequency
Male	27,94	43
Female	72,06	117
Total	100	160

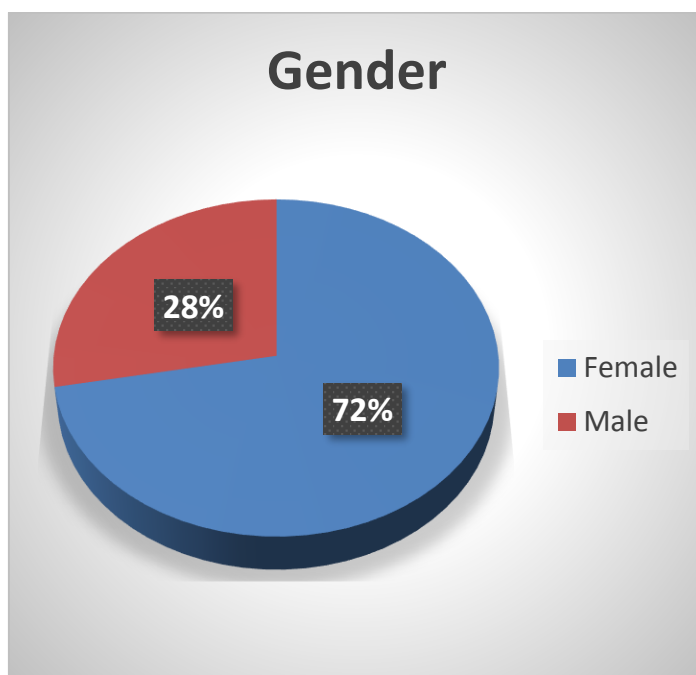


Figure 4

The sample of survey respondents consist of 28 % of males whereas 72 % are females.

Table 6. Table of Education Level

Education Level		
	Percent	Frequency
Highschool	10,4	7
University	84,6	58
Master	5	4
Phd	1	2

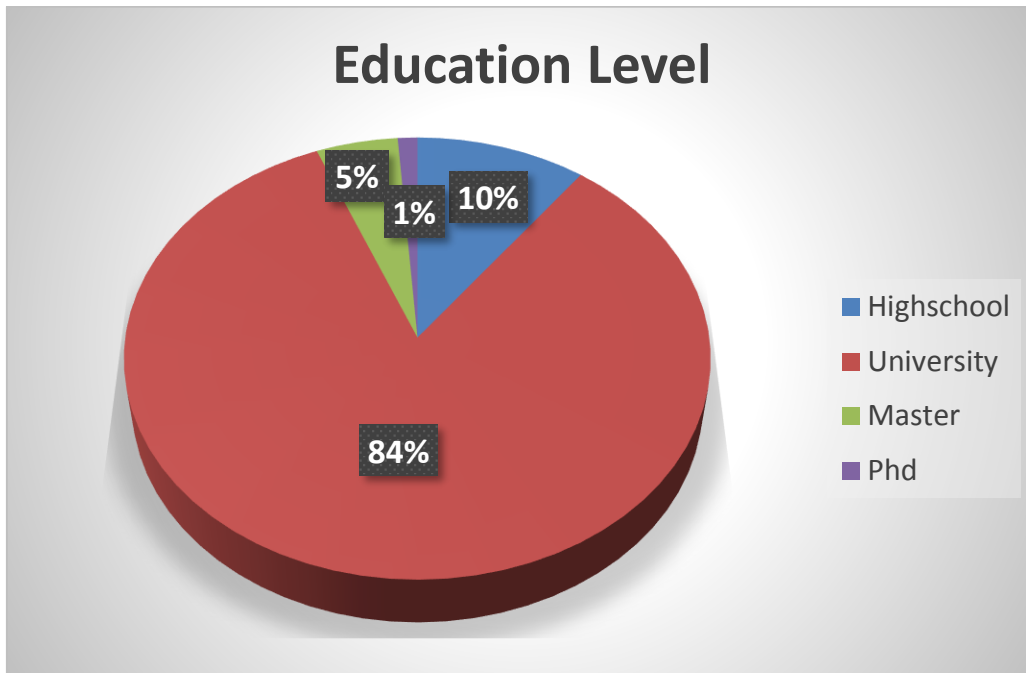


Figure 5

The sample of survey respondents is as follows, %84 of the respondents are educated in university, %10 high school, %5 master, and %1 Phd.

Table 7. Table of Income Level

Income Level		
	Percent	Frequency
1000-2000 TL	41.8	28
2001-3000 TL	23.9	16
3001-5000 TL	26.9	18
5001-10000 TL	3	2
10001 TL and	4.5	3
Total	100	67

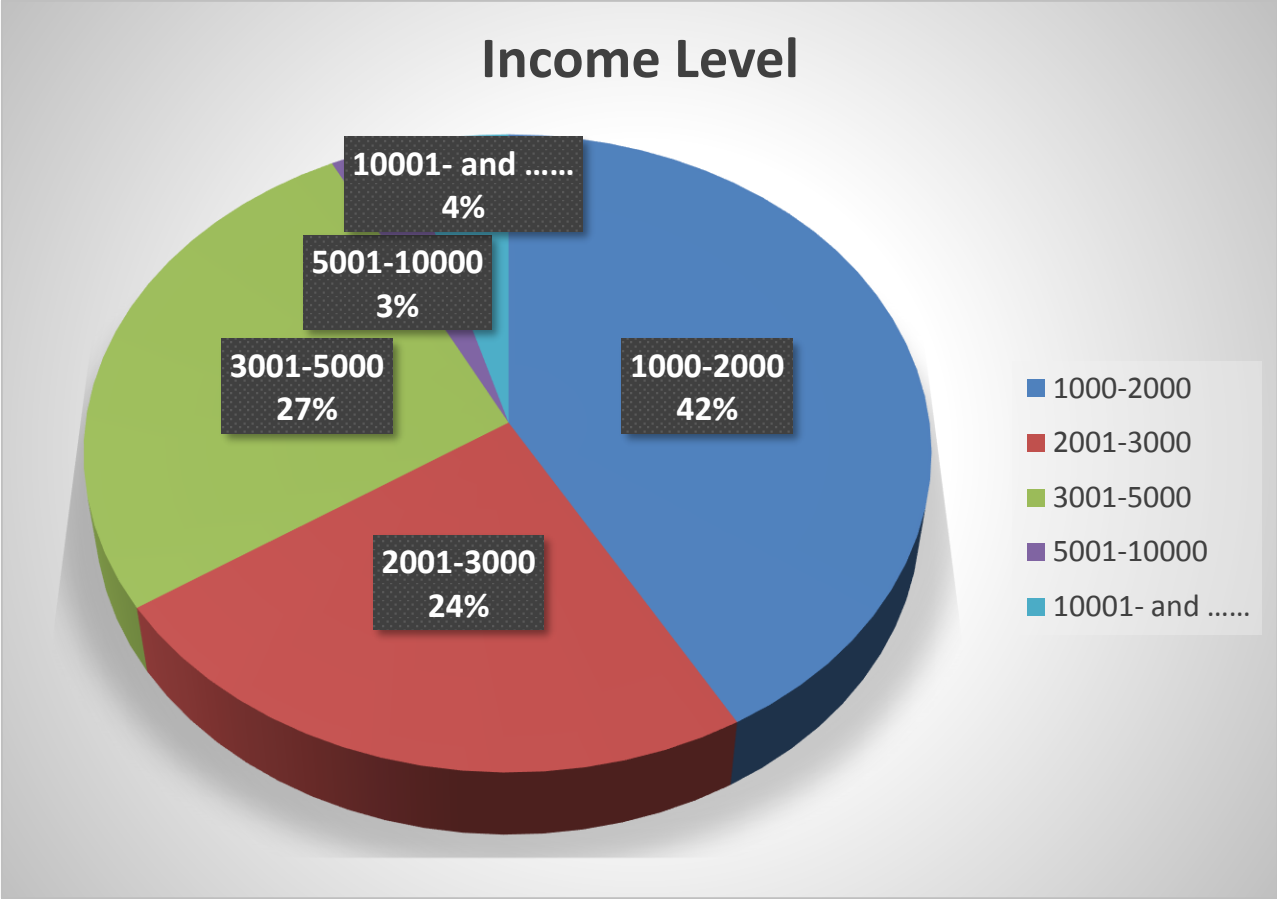


Figure 6

Table 8. Table of Income Level

Income Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1000-2000 TL	28	41.8	41.8	41.8
2001-3000 TL	16	23.9	23.9	65.7
3001-5000 TL	18	26.9	26.9	92.5
5001-10000 TL	2	3.0	3.0	95.5
10000 TL and	3	4.5	4.5	100.0
Total	67	100.0	100.0	

Table 9. Table of Ages

Ages		
	Percent	Frequency
18-20	22.4	15
21-23	23.9	16
3001-5000 TL	20.9	14
5001-10000 TL	23.9	16
10001 TL and	9	6
Total	100	67

Table 10. Table of Frequency of Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20	15	22.4	22.4	22.4
21-23	16	23.9	23.9	46.3
24-25	14	20.9	20.9	67.2
26-27	16	23.9	23.9	91.0
28-30	6	9.0	9.0	100.0
Total	67	100.0	100.0	

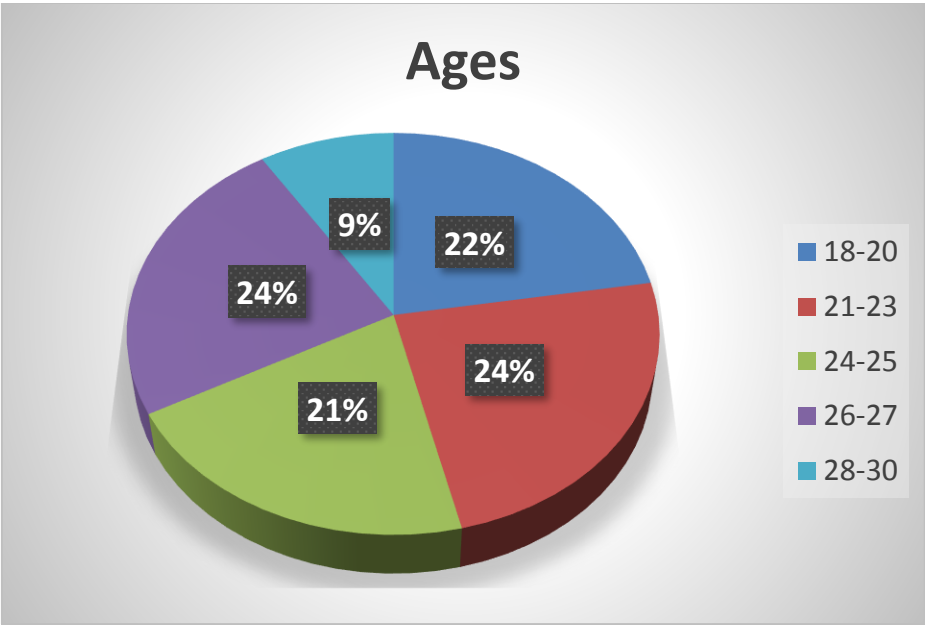


Figure 7

6.5. Factor And Reliability Analysis

The Purpose of the factor is to find out the sets of variables that are highly interrelated, known as factors (Hair et al.2006). Factor analysis is generally carried out to examine the relationship between the judgmentally developed content categories and the empirically derived constructs' (Gable, 1986, p.87) or to figure out whether with different sets of data, the same constructs derived in the previous studies can be derived too. Therefore, in this study, factor analysis is done to find out how many different dimensions the respondents perceive in the constructs and whether they perceive them the same as in the original data with which the scale was developed and also to see whether the derived constructs in this study confirms the existence of theoretically developed content categories. At the beginning of each factor test, the measure of sampling adequacy is calculated in order to see if the data is appropriate to apply the factor analysis to (Durmuş et al., 2011). Statistics that can represent this adequacy are Keiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity. KMO shows that the data used in the analysis is a homogenous collection of variables and that there are correlations between variables. The lower limit for KMO that is generally agreed upon is 0.50 (Hair et al., 2006, p.115). Bartlett's test on the other hand gives the statistical significance of the inter-correlation between variable (Hair et al.,2006), and the upper limit for the value of p in Social Sciences that is generally agreed upon is 0.05. KMO and Bartlett's tests in this study are found to be satisfactory for all six constructs in the study and tables for each factor analysis for the studied concepts are exhibited in the following sections.

Factor Analysis of Interpersonal Influence

Before testing the hypothesis, to identify and test the underlying structure of the scale, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations was conducted to 12 items. Kaiser-Meyer-Olkin Measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO=0,659) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0,50, supporting the inclusion of each item ,in the factor analysis. Factors with eigen

values over one were retained and items with factor loadings below 0,50 and items with high cross loadings were excluded. (Hair. Al., 1998).

Table 11. Factor Analysis of Interpersonal Influence

Resembling the others	<ul style="list-style-type: none"> I achieve a sense of belonging by purchasing the same products and brands that others purchase 	0.798	0.712
	<ul style="list-style-type: none"> If I want to be like someone, I often try to buy the same brands that they buy. 	0.735	
	<ul style="list-style-type: none"> If other people can see me using a product, I often purchase the brand they expect me to buy 	0.672	
	<ul style="list-style-type: none"> It is important that others like the products and brands I buy. 	0.662	

Twelve items converged into two factors with 51.619 % explained variance. Factors were named as “Consulting with someone” and “Resembling like the others”. Reliability for factors was 0.712 respectively.

Factor Analysis of Health Consciousness

To identify and test the underlying structure of Health consciousness scale, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations were conducted to 9 items. Kaiser-Meyer-Olkin Measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO= 0.854) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0,50, supporting the inclusion of each item ,in the factor analysis. Factors with eigen values over one were retained and items with factor loadings below 0,50 and items with high cross loadings were excluded. (Hair. Al., 1998).

Table 12. Factor Analysis of Health Consciousness

Factor name	Factor Items	Factor Loading	Reliability
Attentiveness towards health	<ul style="list-style-type: none">• I am generally attentive to my inner feelings about my health	0.790	0.729
	<ul style="list-style-type: none">• I am very involved with my health	0.758	
	<ul style="list-style-type: none">• I am very self-conscious about my health	0.758	
	<ul style="list-style-type: none">• I am constantly examining my health	0.659	
	<ul style="list-style-type: none">• I reflect about my health a lot	0.523	
Being alert about health	<ul style="list-style-type: none">• I am aware of the state of my health as I go through the day	0.881	0.733
	<ul style="list-style-type: none">• I am alert to changes in my health	0.781	
	<ul style="list-style-type: none">• I am concerned about my health all the time	0.750	
	<ul style="list-style-type: none">• I notice how I feel physically as I go through the day	0.672	

9 items converged into two factors with 46.768 % explained variance. Factors were named as “Attentiveness towards health” and “ Being alert about health”. Reliabilities for factors were 0.729 and 0.733 respectively.

Factor Analysis of Consumer Involvement

To identify and test the underlying structure of Consumer Involvement Profiles (CIP), exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations were conducted to 16 items. Kaiser-Meyer-Olkin Measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO= 0.683) was satisfactory. The diagonals of the anti-image correlation matrix were all over 0,50, supporting the inclusion of each item ,in the factor analysis. Factors with eigen values over one were retained and items with factor loadings below 0,50 and items with high cross loadings were excluded. (Hair. Al., 1998).

Table 13. Factor Analysis of Consumer Involvement

Factor name	Factor Items	Factor Loading	Reliability
Noteworthiness	• Wine is somewhat of a pleasure to me	0.839	0.845
	• Buying wine is like buying a gift for myself	0.833	
	• I attach great importance to wine	0.823	
	• It gives me pleasure to purchase wine	0.804	
	• One can say wine interests me a lot	0.801	
Mood after buying wine	• If, after I bought wine my choice(s) prove to be poor, I would be really upset	0.764	0.723
	• It is really annoying to purchase wine that are not suitable	0.741	
	• When you choose wine it is not a big deal if you make a mistake	0.723	
	• The wine you buy tells a bit about you	0.625	

Complexity about wine purchasing	<ul style="list-style-type: none"> • Choosing wine is rather complicated • Whenever one buys wine, one never really knows whether they are the ones that should have been bought • When one purchases wine, one is never certain of one's choice • When I face a shelf of one I always feel a bit at a loss to make my choice 	0.676 0.667 0.645 0.643	0,681
Reflection of personality related to wine	<ul style="list-style-type: none"> • You can tell a lot about a person by the wine he or she chooses • The wine I buy gives a glimpse of the type of man/woman I am 	0.810 0.810	0,601

16 items converged into two factors with 66.277 % explained variance. Factors were named as “Noteworthiness”, “Mood after buying wine”, “Complexity about wine purchasing” and “Reflection of personality related to wine”. Reliabilities for factors were 0.845, 0.723, 0.681, 0.601 respectively.

Factor Analysis of Perception of Quality in Wine

To identify and test the underlying structure of perception of quality, exploratory factor analyses (EFA) with Principle Component Factoring and Varimax Rotations were conducted to 21 items. Kaiser-Meyer-Olkin Measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). The result of the factor analysis (KMO= 0.6920)

was satisfactory. The diagonals of the anti-image correlation matrix were all over 0,50, supporting the inclusion of each item ,in the factor analysis. Factors with eigen values over one were retained and items with factor loadings below 0,50 and items with high cross loadings were excluded. (Hair. Al., 1998).

Table 14. Factor Analysis of Perception of Quality in Wine

Factor name	Factor Items	Factor Loading	Reliability
Harvest	<ul style="list-style-type: none"> • The different years of harvest determine to what extent a wine is excellent. 	0.820	0.838
	<ul style="list-style-type: none"> • Excellent wines come from excellent crops. 	0.749	
	<ul style="list-style-type: none"> • The degree of solidness and thickness (body) in a wine is an indicator of its excellence 	0.703	
	<ul style="list-style-type: none"> • An aromatic wine is an excellent wine. 	0.702	
	<ul style="list-style-type: none"> • The year of harvest information is a key factor in a wine’s excellence. 	0.675	
	<ul style="list-style-type: none"> • Older wines are more excellent. 	0.673	
Origin	<ul style="list-style-type: none"> • Excellent wines usually come from regions with a good Appelation d’Origine 	0.799	0.667
	<ul style="list-style-type: none"> • Other people’s referrals (friends or colleagues) are a good guide to telling which wines are excellent. 	0.780	
	<ul style="list-style-type: none"> • You can tell what an excellent wine is by the prestigious region of origin. 	0.772	

16 items converged into two factors with 61.760 % explained variance. Factors were named as “Harvest” and “Origin”. Reliabilities for factors were 0.838 and 0.667.

6.6. Multiple Linear Regression Analysis

To test our revised theoretical model we conducted a series of multiple regression analyses.



6.6.1. Regression model of Interpersonal Influence

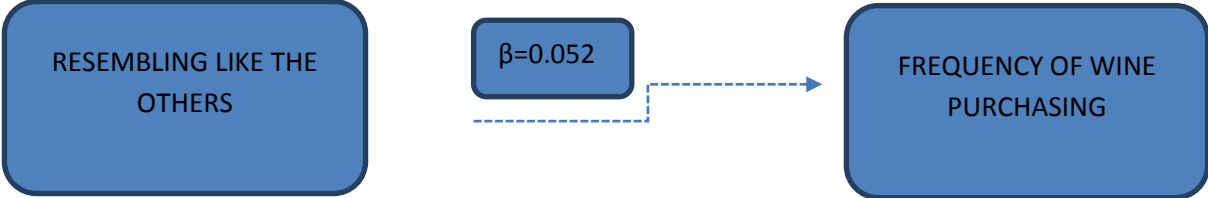


Figure 8. Regression model of Interpersonal Influence

Table 15. Multiple Regression Analysis Result of Preference of Luxury Products

Dependent variable: Purchasing Frequency of Wine			
Independent variables:	Beta	T-value	P-value
Resembling like the others	0.052	0.419	0.677

When we conducted multiple regression analyses to understand the relationship between Interpersonal influence and wine purchasing frequency. As reflected in Figure 8; Interpersonal Influence was explained by resembling like the others ($\beta=0.052$).

The multiple regression model with two predictors produced p value > 0.05 . As can be seen in Table 15, resembling like the others did not have positive regression weights, indicating young people who have higher interpersonal influence were not expected to have more frequency of wine purchasing tendency.

6.6.2. Regression model of Health Consciousness

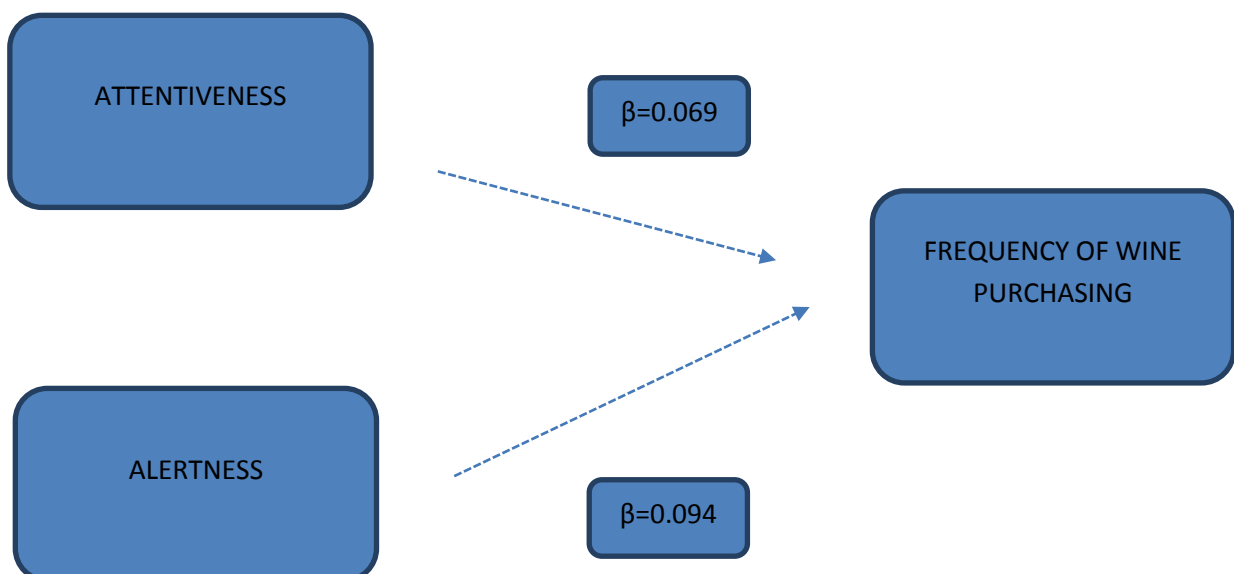


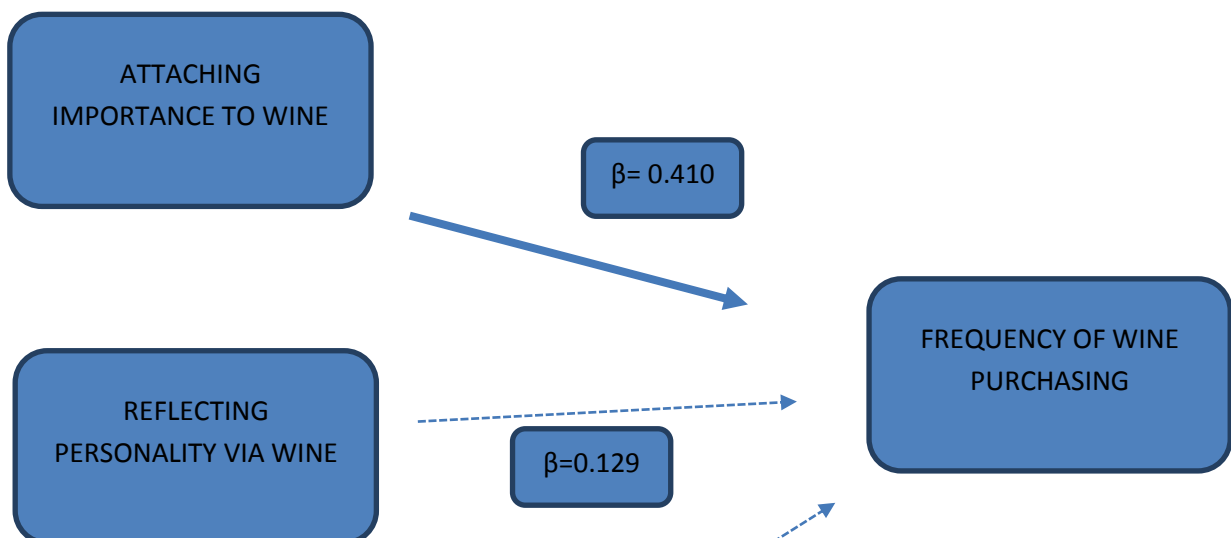
Table 16. Multiple Regression Analysis Result of Health Consciousness

Dependent variable: Purchasing Frequency of Wine			
Independent variables:	Beta	T-value	P-value
Attentiveness	0.09	0.069	0.945
Alertness	0.062	0.094	0.925

When we conducted multiple regression analyses to understand the relationship between health consciousness and wine purchasing frequency. As reflected in Table 16; Interpersonal Influence was explained by Attentiveness ($\beta=0.09$) and Alertness ($\beta=0.62$).

The multiple regression model with two predictors produced p value > 0.05 . As can be seen in Table 16, Attentiveness and alertness about health did not have positive regression weights, indicating young people who have higher health consciousness were not expected to have more frequency of wine purchasing tendency.

6.6.3. Regression model of Interpersonal Consumer Involvement



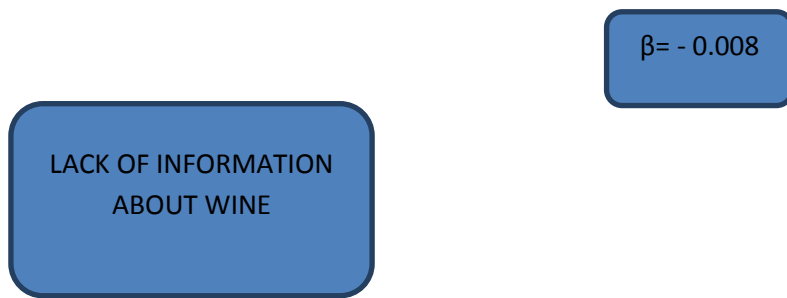


Figure 10. Regression model of Interpersonal Consumer Involvement



Table 17. Multiple Regression Analysis Result of Consumer Involvement

Dependent variable: Purchasing Frequency of Wine			
Independent variables:	Beta	T-value	P-value
Attaching Importance to Wine	0.410	3.623	0.001
Reflecting Personality via Wine	- 0.210	- 1.730	0.088
Lack of Information about Wine	- 0.008	- 0.068	0.946

Then we conducted multiple regression analyses to understand the relationship between consumer involvement and wine purchasing frequency. As reflected in Table 17; Interpersonal Influence was explained by Attaching importance to wine ($\beta=0.410$), Reflecting Personality ($\beta= -0.210$) and Lack of Information ($\beta= -0.008$)

The multiple regression model with two predictors produced p value > 0.05 . On the other hand, only the variable of Attaching Importance to Wine has p value under 0.05. As can be seen in Table 17, Reflecting Personality and Lack of Information about wine did not have positive regression weights, but the Attaching Importance to wine had positive regression weight that indicating young people who attaching higher importance to wine were expected to have more frequency of wine purchasing tendency.

6.6.4. Regression model of Choice Criterias of Wine

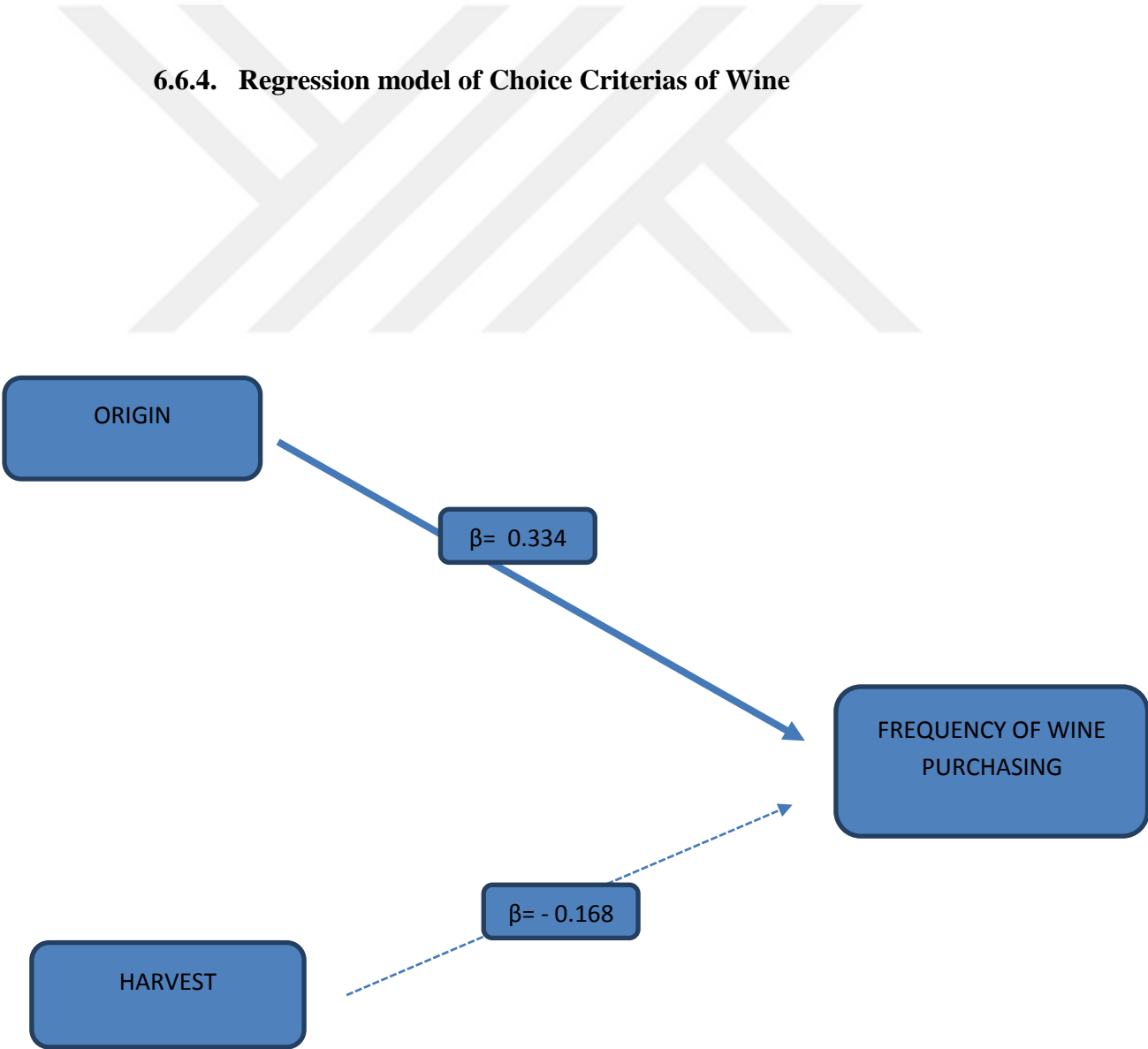


Figure 11. Regression Model of Choice Criterias of Wine

Table 18. Multiple Regression Analysis Result of Choice Criterias of Wine

Dependent variable: Purchasing Frequency of Wine			
Independent variables:	Beta	T-value	P-value
Origin	0.316	2.254	0.005
Harvest	0.087	0.702	0.485

When we conducted multiple regression analyses to understand the relationship between choice criterias of wine and wine purchasing frequency. As reflected in Table 18; Choice criterias of wine was explained by Origin ($\beta=0.316$) and Harvest($\beta= 0.087$)

The multiple regression model with six predictors produced p value > 0.05 . On the other hand, only the variable of Origin has p value under 0.05. As can be seen in Table 18, Harvest did not have positive regression weights, but the origin of wine had positive regression weight that indicating young people who see the criteria of origin as significant about wine were expected to have more frequency of wine purchasing tendency.

6.7. Independent Sample T Test

In order to find out if the constructs showed any differences with regard to gender, age, education and income level of the respondents independent t –tests were conducted.

According to results of the Independent sample t-tests there have been no significant differences found for Interpersonal Influence, Health Consciousness, Consumer Involvement and Choice Criterias of Wine.

6.8. One Way Anova Tests

6.8.1. Age level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to age of the respondents One Way ANOVA has been conducted but as age groups sample size is not sufficient to test the difference. So we can not apply One Way ANOVA test.

6.8.2. Education Level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to Education level of the respondents One Way ANOVA should be conducted. Hence age groups sample is not sufficient to test the difference. So we can not apply One Way ANOVA test.

6.8.3. Income Level One Way ANOVA Results

In order to find out if the constructs showed any differences with regard to Income Level of the respondents One Way ANOVA should be conducted. Hence, age groups sample size is not sufficient to test the difference So we can not apply One Way ANOVA test.

6.9. Summary Of Hypotheses Results

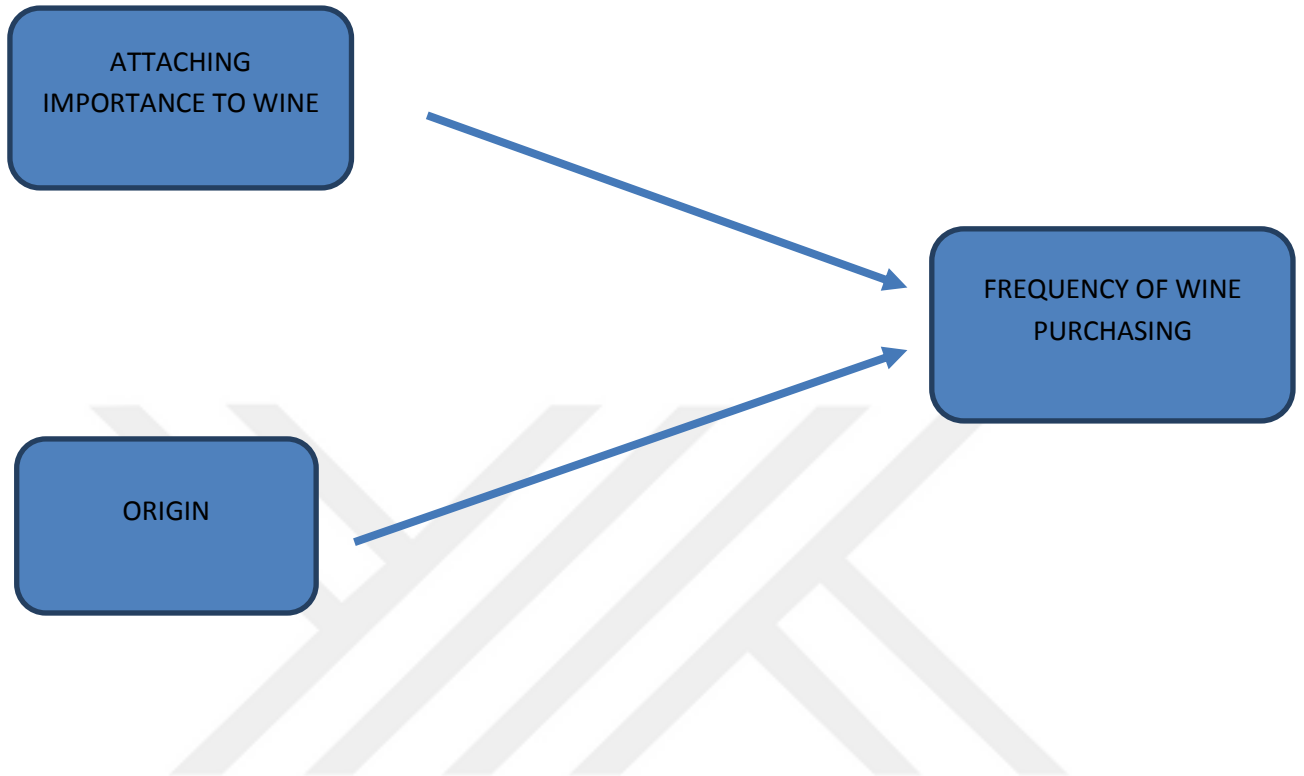


Table 19. Summary of Hypotheses Results

Hypothesis	Result
1. Consulting with someone has an effect on frequency of wine purchasing.	Rejected
2. Resembling like the others has an effect on frequenc of wine purchasing	Rejected
3. Attentiveness about health has an effect on frequency of wine purchasing	Rejected

4. Alertness about health has an effect on frequency of wine purchasing	Rejected
5. Attaching importance to wine has an effect on frequency of wine purchasing	Accepted
6. Reflecting personality via wine has an effect on frequency of wine purchasing	Rejected
7. Lack of information about wine has an effect on the frequency of wine purchasing	Rejected
8. Origin of wine has an effect on frequency of wine purchasing	Accepted
9. Harvest of wine has an effect on frequency of wine purchasing	Rejected

7. CONCLUSION OF THE RESEARCH

This study was set out to investigate the following research question: *“What are the factors that influence the purchasing frequency of young consumers related to wine?”*

The primary purpose of the research was to identify factors affecting the frequency of purchasing wine for young people. On the other hand, the study also aimed at exploring different perspectives of young consumers in Turkey about interpersonal influence, health consciousness, consumer involvement and choice criterias related to wine. A quantitative research method –Survey- was adapted to conduct this study.

Attaching importance to wine was identified to be the key factor in terms of consumer involvement that influences the frequency of wine purchasing decisions of young consumers in Turkey. As most young consumers expressed, the origin of a wine is the most significant

elements among choice criterias that affected the frequency of wine purchasing. While commonalities were observed, some differences could be identified within as well as between the samples.

In general, it can be said that Turkish young consumers displayed a complexity and heterogeneity about factors that are influential about frequency of purchasing. This can be the result of being young and not having a well developed wine culture of respondents.

It can be assumed that, in connection with *health awareness*, wine consumption frequency might be more relevant than purchasing frequency, as purchasing can not be automatically equated with consumption. As indicated by Turkish young consumers, there is not a relationship with healthy life and frequency of wine purchasing. This is in line with Hoffmann (2010), who suggested that frequent purchase and consumption might be perceived to be at odds with a health way of living.

Reference group is also another point that did not influence the frequency of purchasing for young consumers. In terms of demographics, gender and age were used for segmentation purposes. However, it can be suggested that these factors might not be sufficient in the case of frequency of wine purchasing.

Thus, it can be concluded that involvement was identified to be the central element of frequency of purchasing wine. What became apparent is that consumers are not being affected so much from the other factors we investigated apart from involvement factor.

Furthermore, a number of hypotheses test s the effects of the variables, namely interpersonal influence, health consciousness, consumer involvement and choice criterias related to wine. As a result of the analyses, the hypothesis of “There is a positive relationship between consumer involvement and frequency of wine purchasing”. was the prominent one. Other independent variables do not have a significant effect on frequency of purchasing.

8. MANAGERIAL IMPLICATIONS

This thesis has yielded findings that have also managerial insight on wine marketing. As wine industry has been working on the effective ways to enter the new era, the time that all individuals will begin to focus on wine much more especially young consumers who are more conscious and knowledgeable about wine culture. It is believed that the results of the study might be useful for all wine industry. Although the findings of this research can not be extended and applied to household case, it can still give some useful practical insights.

The alcoholic drinks sector in Turkey is relatively immature and has significant growth potential. Turkey has the lowest per capita consumption of alcoholic drinks in Europe. Following the urbanization and westernization trend, an increase in the consumption of alcoholic drinks is expected by the industry and total volume sales is expected to grow up in the next years. Moreover, an increase in the working population, especially of working women, is expected to lead to a rise in disposable income levels which will make alcoholic drinks more affordable. So, this research might be useful for the future of wine industry in Turkey.

To begin with, the study showed that there is a correlation between consumer involvement and the frequency of wine purchasing. Hence, managers must concentrate on ways to develop consumer involvement about wine.

Secondly, the study illustrated that there is a significant positive relationship between the origin of wine and the frequency of wine purchasing. Therefore, it can be asserted that young consumers are highly attentive about wine purchasing in terms of origin that the wine comes from.

Finally, the research concluded that there is a significant positive relationship between consumer involvement and the frequency of wine purchasing. When consumers are involved about wine; their purchases are beginning to increase. In addition, the origin of wine is an influential factor on increasing the wine purchasing. Customers seem to be very attentive about origin. As a result, wine companies must also keep in mind this phenomenon to increase the sales

9. FUTURE RESEARCH

It is an undoubted fact that this research has certain limitations. With a sample size of 70, one may not be able to generalize the findings of the study. As the small and medium sized group of young people spread all over the country, a large amount of financial resources is required to survey all. Another key constraint of this research is time. Despite limited resources, the researcher might still reach more respondents if there were plenty of time. The last key constraint is that the findings of the current study were applicable to the group of people in Istanbul.

From a methodological point of view, we only presented questionnaire which have 93 questions to the respondents. There could be chosen extra quantitative and qualitative methods for measuring the variables more thoroughly and accurately.

Opportunities exist to further advance this study by expanding the sample size and investigate at different geographical location for beter and more representative data analysis as the sample was only collected among 70 young people in Istanbul limiting the generalizability of the research findings. More research is required in understanding the factors affecting consumer purchasing behaviour for wine in the future that challenging years await wine marketing researchers worldwide.

REFERENCES

- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, N.J.: Prentice-Hall.
- Altaffer, P., & Washington-Smith, G. (2009, 1. July). *From the corners of the world: Regional branding. exploring a ripe marketing opportunity for the natural products industry.*, 1-2.
- Anderson P, Baumberg B (2006). *Alcohol in Europe. A public health perspective*. London, Institute of Alcohol Studies (http://ec.europa.eu/health-/doc/alcoholineu_content_en.pdf)
- Anderson, J. C., & Gerbing D.W. (1988). *Structural equation modeling in practice: A review and recommended two-step approach*, *Psychological Bulletin*, 103(3), 411-423.
- Armitage, A. (2007). *Mutual research designs: Redefining mixed methods research design*. Paper presented at the British Educational Research Association Annual Conference, Institute of Education, University of London, 5-8 September.
- Assael, Henry (2004). *Consumer Behaviour: A Strategic Approach*, Boston: Houghton Mifflin Company.
- Atkin, C. K., & Freimuth, V. (1989). *Formative evaluation research in campaign design*. In R. E. Rice & C. K. Atkin (Eds.), *Public communication campaigns* (2nd ed., pp. 131-150). Newbury Park, CA: Sage.
- Atkini T., Nowak, L. and Rosanna G. (2007), *Women wine consumers: information search and retailing implications*, *International Journal of Wine Business Research*, 19(4), pp. 327-339.
- Bagozzi, R. P. (1994). *Principles of marketing research*. Cambridge: Blackwell Publishers.
- Bartoli, P. Et Boulet D., (1989), *Dynamique et regulation de la sphere agro-alimentaire, L'exemple viticole, these de doctorat*, Etudes et Recherches, INRA-ESR Montpeillier
- Basu, A., & Dutta, M. J. (2008). *The relationship between health information seeking and community participation: The roles of health information orientation and efficacy*. *Health Communication*, 23(1), 70-79.
- Bearden, William O. and Michael J. Etzel (1982), "Reference Group Influence on Product and Brand Purchase Decision" *Journal of Consumer Research*, 9 (September), 183-194.

Berkowitz, L., Lundy, R. M. (1957), *Personality characteristics related to susceptibility to influence by peers or authority figures*. *J. Personality*.

Blumberg, B., Cooper, D. R., & Schindler, P. S. (2005). *Business research methods*. Berkshire: McGraw-HillEducation.

Bonner, P. G., & Nelson (1985). *Product Attributes and perceived quality: Foods*. In. J. Jacoby & J. Olson (Eds.) *Perceived quality* (p. 269-194). Lexington, MA: Lexington books

Bourdieu, P. (1980), *Outline of a Theory of Practice* (Cambridge University Press, Cambridge, UK)

Brennan, L., & Mavondo, F. (2000). *Involvement: An unfinished story?* Paper presented at the ANZMAC Conference 2000, Gold Coast, p.132

Burnkrant, Robert E. and Alain Cousineau (1975), “*Informational and Normative Social Influence in Buyer Behaviour*”, *Journal of Consumer Research*, 2 (December), 206-215.

Churchill, G. A., & Jr. (1979). *A paradigm for developing better measures of marketing constructs*. *Journal of Marketing Research*, XIX (November), 491-504.

Cohen, Joel B. and Ellen Golden (1972), “*Informational Social Influence and Product Evaluation*” *Journal of Applied Psychology*, 56 (February), 54-59.

Cox, D. F and Bauer, R. A. *Self-confidence and persuasibility in women*, *Public Quarterly*, 1964, 28.

Creswell, J. W. (2009). *Research design - qualitative, quantitative, and mixed methods approaches* (Third Edition ed.). Thousand Oaks: Sage Publications, Inc.

Deutsch, Morton and Harold B. Gerard (1955), “*A Study of Normative and Informational Influence Upon Individual Judgement*” *Journal of Abnormal and Social Psychology*, 7 (November), 629-636.

Donahew, L. (1990). *Public health campaigns: Individual message strategy*. In E. B. Ray & L. Donahew (Eds.), *Communication and health* (pp. 136–152). Hillsdale, NJ: Erlbaum.

Donthu, N., Gilliland, D., 1996. *The infomercial shopper*. *Journal of Advanced Research* 36 (2), 69-76.

Dutta, M. J., & Feng, H. (2007). *Health orientation and disease state as predictors of online health support group use*. *Health Communication*, 22(2), 181-189.

Dutta-Bergman, M. J. (2004b). *Primary sources of health information: Comparisons in the domain of health attitudes, health cognitions, and health behaviors*. *Health Communication*, 16(3), 273-288.

Dutta-Bergman, M. J. (2005). *Developing a profile of consumer intention to seek out additional information beyond a doctor: The role of communicative and motivation variables*. *Health Communication*, 17(1), 1-16.

Ferrel O., C and Hartline, Michael., (2012) “*Marketing Strategy, Text and Cases*” South Western College Pub. p.121.

Forthofer, M. S., & Bryant, C. A. (2000). *Using audience-segmentation techniques to tailor health behavior change strategies*. *American Journal of Health Behavior*, 24(1), 36-43.

Furnham, A., & Forey, J. (1994). *The attitudes behaviors and beliefs of patients of conventional vs. complementary (alternative) medicine*. *Journal of Clinical Psychology*, 50(3), 458- 469.

Gould, S. J. (1988). *Consumer attitudes toward health and health care: A differential perspective*. *Journal of Consumer Affairs*, 22(1), 96-118.

Gould, S. J. (1990). *Health consciousness and health behavior: the application of a new health consciousness scale*. *American Journal of Preventive Medicine*, 6(4), 228-237.

Grier, S., & Bryant, C. A. (2005). *Social marketing in public health*. *Annual Review of Public Health*, 26, 319-339

Grunert, S. C., & Juhl, H. J. (1995b). *Values, environmental attitudes, and buying of organic foods*. *Journal of Economic Psychology*, 16(1), 39-62. doi: DOI: 10.1016/0167-4870(94)00034-8

Grunig, J. (1989). *Publics, audiences, and market segments: Segmentation principles for campaigns*. In C. Salmon (Ed.), *Information campaigns: Balancing social values and social change* (pp. 199–228). Newbury Park, CA: Sage.

Hall, J. And Winchester, M. (1999) *An empirical confirmation of segments in the Australian wine market*, *International Journal of Wine Marketing*, 11(1), pp. 19-35, ABI/INFORM

Hall, J.(2004), *Age related motivational segmentation of wine consumption in hospitality setting*. International Journal of Wine Marketing, 16(3), pp. 29-43, ABI/INFORM Global

Hall, M. C. (2008). In Mitchell R. (Ed.), *Wine marketing: A practical guide*. Oxford: Butterworth-Heinemann.

Hoffmann, D., & Szolnoki, G. (2010). *Verbrauchereinstellung zu Biowein in Deutschland*. Paper presented at the OIV-Tagung, Tiflis, 20-27 Juni 2010.

Hofstede, G. (1980). *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: Sage

<http://www.caltech.edu/news/wine-study-shows-price-influences-perception-1374>

<http://www.forbes.com/sites/karlsson/2015/02/16/france-is-the-biggest-wine-producer-in-2014-but-less-wine-is-made-and-drunk-in-europe/>

<http://www.iosrjournals.org/iosr-jbm/papers/ncibppte-volume-1/1014.pdf>

<http://www.oiv.int/oiv/info/frpublicationsstatistiques?lang=fr>

<http://www.theiwsr.com/>

http://www.wineinstitute.org/files/2012_World_Consumption_by_Country_cCalifornia_Wine_Institute.pdf

<http://www.wine-searcher.com/m/2013/01/global-wine-consumption-set-to-rise>

Iversen, A. C., & Kraft, P. (2006). *Does socio-economic status and health consciousness influence how women respond to health related messages in media?*. Health Education Research, 21(5), 601-610.

Janis, I.L. and King, B.T. (1954) "*Influence of role playing on opinion change*", Journal of Abnormal and Social Psychology.

Jobber, David., Chadwick, Fiona Ellis, *Principles and Practice of Marketing*, McGraw-Hill Education, 2012.

Johnson, R. B., & Onwuegbuzie, A. J. (2004). *Mixed methods research: A research paradigm whose time has come*. Educational Researcher, Vol. 33(No. 7), 14-26.

Johnson, R. B., & Onwuegbuzie, A. J. (2004). *Mixed methods research: A research paradigm whose time has come*. Educational Researcher, Vol. 33(No. 7), 14-26.

Kassarjian, Harold., Thomas, S. Robertson (1981), “*Social Processes*” in *Perspectives in Consumer Behaviour*, Glenview, IL: Scott, Foresman, 317 -328.

Kelman, Herbert C. (1961), “*Processes of Opinion Change*,” *Public Opinion Quarterly*, 25 (Spring), 57-78.

Kollmuss, A., & Agyeman, J. (2002). *Mind the gap: why do people act environmental behaviour?* *Environmental education in search*, 8(3), 239 – 260.

Kotler, P., & Armstrong, G. (2004). *Principles of marketing* (Tenth Edition ed.). Upper Saddle River, New Jersey: Pearson Education, Inc.

Kotler, Philip, *Marketing Management*, Prentice Hall, International series in marketing, 1997.

Kraft, F. B., & Goodell, P. W. (1993). *Identifying the health conscious consumer.* *Journal of Health Care Marketing*, 13(3), 18-25.

Krystallis, A. (2010). In Netter S. (Ed.), *Personal communication*.

Kapferer, Jean, Noel and Laurent, Gilles (1985), “*Consumer Involvement Profile: New Empirical Results*” *Advances in Consumer Research* Volume 12, eds. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT: Association for Consumer research.

Leifman H (2002). Trends in popular drinking. In: Norström T, ed. *Alcohol in postwar Europe: consumption, drinking patterns, consequences and policy responses in 15 European countries*. Stockholm, National Institute of Public Health and Almqvist & Wiksell International.

Lichtenstein, D. R., Bloch, P. H., Black, W. C.: *Correlates of price acceptability*, *J. of Consumer Research*, 15(3), 243-251(1988).

Lichtenstein, D.R., Ridgway, N.M., Netemeyer, R.G.: *Price perceptions and consumer shopping behavior: A field study*, *J. of Marketing Research*, 30(2), 234-246(1993)

Lii, Y.S., Sy, E.: *Internet differential pricing: Effects on consumer price perception, emotions, and behavioral responses*, *Computers in Human Behavior*, 25(3), 770-777(2009)

Mitchell, V.W., & Gretores, M., (1989), *Risk reducing strategies used in the purchase of wine in the UK*, European Journal of Marketing, vol. 23 (9), pp. 31-46.

Moschis, G. P., & Moore, R. L. (1979). *Decision making among the young: a socialization perspective*. The Journal of Consumer Research, 6(2), 101-112.

Moscovici, Serge (1985), "Social Influence and Conformity" in Handbook of Social Psychology, Vol. 2, eds. Gardner Lindzey and Elliot Aronson, New York: Random House, 347-412.

Muratore, I. (2003). *Involvement, cognitive development and socialization: three antecedents of the child's cents-off sensitivity*. Journal of Product & Brand Management, 12(4), 251-266. Te'eni-Harari, T., Lehman-Wilzig, S. N., & Lampert, S. I. (2009). *The importance of product involvement for predicting advertising effectiveness among young people*. International Journal of Advertising, 28(2), 203-229.

Parasuraman, A., Zeithaml, V.A., & Berry, L. L. (1985). *A conceptual model of service quality and its implications for future research*. Journal of Marketing, 49(4).

Park, C. Whan and Parker V. Lessig (1977), "Students and Houswives: Differences in Susceptibility to Reference Group Influence", Journal of Consumer Research, 4 (September), 102 -110.

Petty, R. E. & Cacioppo, J. T. (1981). *Attitudes and persuasion: Classic and Contemporary Approaches*

Pole, C. J., & Lampard, R. (2002). *Practical social investigation - qualitative and quantitative methods in social research*. Essex: Pearson Education Limited.

Price, Linda L., Lawrence F. Feick, and Robin H. Higgie (1987), "Preference Heterogeneity and Coorientation as Determinants of Referent Influence in the Choice of Service Providers" working paper, Department of Marketing, Katz Graduate School of Business, University of Pittsburgh, PA 15260.

Richins, Marsha L. and Peter H. Bloch (1986). "After the New Wears Off: The Temporal Context of Product Involvement", Journal of Consumer Research, 13 (September), 280-285.

Rokeach, M. (1973). *The nature of human values*. New York: Free Press, New York.

Rossiter JR & Percy L (1987). *Advertising and Promotion Management*. Singapore: McGraw-Hill.

Saether, B. (1998). *Retroduction: An alternative research strategy? Business Strategy and the environment*, Vol. 7 (4), 245-249.

Sanchez, M. and Gill, J. M. (1998) *Consumer preferences for wine attributes in different retail stores: a conjoint approach*, International Journal of Wine Marketing, 10(1), pp. 25-39, ABI/INFORM Global.

Schultz, P., Shriver, C., Tabanico, J. J., & Khazian, A. M. (2004). *Implicit connections with nature*. *Journal of Environmental Psychology*, 24(1), 31-42.

Sherif, Muzafer (1935) "A Study of Some Social Factors in Perception" *Archives of Psychology*, 27 (187).

Sheth, J.N. (1992), "Acrimony in the ivory tower: A retrospective on consumer research", *Journal of the Academy of Marketing Science*, 20, 4, pp. 345-353

Siderer, Y., Maquet, A., & Anklam, E. (2005), *Need for Research to Support Consumer Confidence in the Growing Organic Food Market*. *Trends in Food Science & Technology*, 16(8), 332-343. Doi: DOI: 10.1016/j.tifs.2005.02.001.

Slater, M. D. (1996). *Theory and method in health audience segmentation*. *Journal of Health Communication*, 1(3), 267-283.

Solomon, M.R. (1995), *Consumer Behaviour*, 3rd Ed., Prentice Hall Stayman, D.M. and Deshpande, R. (1989), "Situational Ethnicity and Consumer Behaviour", *Journal of Consumer Research*, 16, December, pp. 361-371.

Solomon, Michael., Russell-Bennett, Rebekah, Previte, Josephine, *Consumer Behaviour*, Pearson Higher Education AU, 2012.

Tashakkori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches*. Thousand Oaks: Sage.

TBMM, Bağcılık ve Alkollü İçecekler Araştırma Raporu, 2005

Te'eni-Harari, T., & Hornik, J. (2010). *Factors influencing product involvement among young consumers*. *Journal of Consumer Marketing*, 27(6), 499-506.

Tosun, M., Kalkınma Bankası Araştırma Müdürlüğü, Haziran 2005, Ankara

Tosun, Mustafa, *Şarap Sektör Araştırması*, Türkiye Kalkınma Bankası, June 2005.

Turkish Ministry of Agriculture and Rural Affairs, *Strategy Development Presidency*, 2005.

United Nations (2004). Annualreport 2003. [electronic]. Availablevia: [Retrieved: June 4, 2011]

VARLIK, G., Referans Gazetesi, 08.07.2006, Pazar 4 milyar dolara ıkınca iki sofraları Őenlendi, 28 Aralık 2010.

Vinson, D. E., Scott, J. E., & Lamont, L. M. (1977). *The role of personal values in marketing and consumer behavior*. Journal of Marketing, 41(2), 44-50.

Ward, S. (1974). *Consumer Socialization*. Journal of Consumer Research, 1(2), 1-14.

Wier, M. og C. Calverley (2002): *Market Potential for Organic Foods in Europe*. British Food Journal 104: 45-62.

William J. McGuire, “*Personality and Attitude Change: An Information-Processing Theory*,” Psychological Foundation of Attitude Change, A. G. Greenwald et al, ed., (New York: Academic Press, 1968)

www.wineinstitute.org, <http://www.businessinsider.com/map-world-wine-consumption-2012-2014-3>

Zaichkowsky, J. L. (1985). *Measuring the involvement construct*. Journal of Consumer Research, 12(December), 341- 352.

Zanoli, R., & Naspetti, S. (2002). *Consumer motivations in the purchase of organic food: A mean send approach*. British Food Journal, 104(8), 643-653.

APPENDIX

Questionnaire About factors that influence the purchasing frequency of young consumers related to wine.

Alkol kullanıyorsunuzuz?

Evet

Hayir

Sık sık diğer insanlara bir ürün sınıfı içinde eniyisini seçmek için danışırım ve yardım isterim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Bazıları ya da diğerleri gibi olmak istiyorsam,sıklıkla onların aldığı aynı markaları bende almayı denerim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Satın aldığım ürünlerinya da markaların başkalarının ki gibi olması benim için önemlidir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Alacağım ürünün ya da markanın doğru olup olmadığından emin olmak için sık sık başkalarının ne aldığını ve kullandığını gözlemlerim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Arkadaşlarım benimmeden, en son çıkan moda ürünlerini nadiren satın alırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sık sık aynı ürünü ya da markayı satın alan insanları farkederim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Alacağım ürün hakkında az bilim varsa, ürün hakkında arkadaşlarımdan bilgialırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Genellikle diğerlerinin onaylama potansiyeli olan markaları almayı tercih ederim

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Hangi markaların ya da ürünlerin diğerleri üzerinde etki yaratacağını bilmekten hoşlanırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürünü satın almadan önce sık sık arkadaşlarımdan ya da ailemden ürün hakkında bilgi toplarım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Eğer insanlar kullandığım markayı görüyorlarsa, sıklıkla onların benden satın almamı umdukları markayı alırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Diğer insanların aldıkları ürünleri ya da markayı alınca, aldığım ürünle alakalı bir aidiyet duygusu kazanıyorum.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sağlığımı çok fazla dışarı yansıtırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Kendi sağlığım hakkında çok bilinçliyim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sağlığım hakkındaki içsel duygularım konusunda genelde özenli ve dikkatliyim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sık sık sağlığımı incelerim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sağlığımdaki deęişimler konusunda tetikteyimdir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sağlığım hakkında daima farkındalığım vardır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Günümü geçirirken sađlık durumum hakkında dikkatliyimdir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Günümü geçirirken fiziksel olarak nasıl hissettiğim konusunda dikkatliyimdir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sağlığımıla çok alakalıyım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarabı seçerken, hata yapmanın çokta önemli değildir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Uygun olmayan şarabı almam gerçekten beni kızdırabilir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarabı satın aldıktan sonra yaptığım seçimim iyi olmazsa gerçekten üzülebilirim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap satın alırken hangisinin alınması gerektiğini gerçekten bilmem.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ne zaman bir şarap rafı görsem kendimi seçim yapma konusunda birazcık eksik bilgili hissediyorum.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap seçimi oldukça karmaşık ve zordur.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap satın alırken asla belirli bir tercihin olmaz.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

İnsanlara şarap seçimi konusunda birçok şey söyleyebilirim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Aldığım şarap kim olduğum hakkında bir ipucu verir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Aldığım şarap benim hakkında birazcık bilgi verir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap satın almak bana keyif verir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap satın almak kendime bir hediye almak gibidir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap benim için bir hazdır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şaraba oldukça önem atfederim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap benim oldukça ilgimi çekiyor diyebilirsiniz.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap seçimi beni tamamen ilgisiz ya da kayıtsız bırakan bir konudur.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Düşük fiyatlar konusunda olduğu kadar ürün kalitesi konusunda da ilgiliyimdir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Marketten alışveriş yaparken değişik markaların fiyatlarını paramın hakkını en iyi şekilde alabilmek için karşılaştırırım ve kıyaslama yaparım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürün satın alırken harcadığım para doğrultusunda maksimum kaliteyi yakalamak isterim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürün satın alırken her zaman paramın hakkını verip vermediği konusunda emin olmak isterim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Genellikle, düşük fiyatlı ürünler için dolaşırım, fakat alacağım ürünler ne olursa olsun belli bir kalitede olmalıdır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Alışveriş yaparken her zaman, alacağım markaların kilo/litre fiyatlarını karşılaştırırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Markette aldığım ürünlerin en iyi fiyatta alıp almadığım konusunda daima fiyatları check ederim (kontrol ederim)

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Daha düşük fiyatlı ürün bulmak için ekstra çaba sarfetmeye pek yanaşmam.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En düşük fiyat avantajını yakalamak için birden fazla markete girerim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Daha düşük fiyat bularak arttırdığım para, harcadığım zamana ve çabaya çokta değmiyor.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Daha düşük fiyat bulmak için birden fazla marketi asla dolaşmazdım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

**Daha düşük fiyatlı ürün bulmak için harcadığım zaman genelde harcadığım çabaya
değmez.**

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Eğer satın aldığım ürün indirimdeyse, bu onu satın almam için bir sebep olabilir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Satın aldığım ürün indirimdeyse bu bana iyi bir iş yaptığımı hissettirir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Birçok favori markam vardır fakat ben çoğu zaman indirimdekileri alırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ben çoğunlukla indirimde olan markaları alıyorum.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Çoğu insanla kıyasladığımda ben çoğunlukla özellikli markaları satın alırım.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

İnsanlar bana ürünlerin farklı türleri hakkında bilgi almak için soru sorar.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürünlerin fiyatlarını bilme konusunda uzman olabilirim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Birçok ürün çeşidi için, insanlara en iyiyi nerden alacakları konusunda fikir verebilirim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

İnsanlara birçok ürün için fiyat bilgisi vererek yardım etmeyi severim.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Arkadaşlarım beni iyi bir fiyat bilgi kaynağı olarak görürler.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

İnsanlara değişik ürünler için ne kadar ödeyeceğini söylemek hoşuma gider.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Genel konuşursam, ne kadar yüksek fiyat ödersem kalitede o kadar yüksek olur.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Eski bir söz “ödediğin kadar alırsın” genel olarak doğrudur.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürünün fiyatı onun kalitesini iyi bir şekilde gösteren bir ipucudur.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En iyiyi almak için her zaman biraz daha fazla ödemelisin.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürünün en pahalı markasını aldığın zaman insanlar beni derhal fark ederler.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Yüksek fiyatlı ürün almak kendimi iyi hissettiriyor.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En pahalı markayı satın almak kendimi daha üst sınıfa ait hissettiriyor.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Yüksek fiyatlı ürün almak prestij hissini yaşatır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sürekli ucuz fiyatlı ürün alırsam insanlar benim ucuz olduğumu düşünecektir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

İnsanların aldığı markalar ya da ürünlerden ötürü beni yargıladığını düşünüyorum.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Ürün çok göreceli olarak uygun fiyatlı olsa bile, yüksek fiyatlı markalı ürünü almanın daha çarpıcı olduğunu düşünürüm.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En iyi şarapların, en prestijli ve köklü orijinden (Fransa gibi) geldiğini söyleyebilirsiniz.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En iyi şaraplar her zaman iyi Appellation d'Origine (Fransanın bazı özel bölgelerinde şarabın standardizasyonunu ve kalitesini korumak için devletin oluşturduğu sertifika programıdır ve sıkı kuralları vardır) bölgelerinden gelir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap üretilen yerin şöhreti şarabın mükemmeliyeti için belirleyici bir faktördür.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En iyi şarap ünlü olandır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En iyi şaraplar; dergilerde, magazinlerde, tv de ya da radyoda konuşulan ve tavsiye edilenlerdir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Diğer insanların (arkadaş-dost) referansları hangi şarabın mükemmel olduğu konusunda iyi bir rehberdir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Sömeliye'nin (otel ve restoranlarda şarabı servis eden kişi) fikirleri şarabın mükemmeliyetini tasdik eder.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarabın mükemmeliği uzmanların görüşü çerçevesinde belirlenir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Zarif dizaynı, çekici şişe tasarımı ve etiketi, şarabın mükemmelliği üzerinde etkilidir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Çok kaliteli bir şarap kaliteli bir etikete ve şişeye sahiptir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarap ne kadar yıllandırılırsa o kadar harika olur.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Yıllandırılmış şaraplar çok daha fazla mükemeldir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Hasat ediliş yılı bilgisi, şarabın güzelliği konusunda anahtar bir faktördür.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

En iyi şaraplar en iyi mahsullerden gelir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Farklı yıllardaki hasatlar (rekolte) şarabın mükemmelliği ile doğrudan ilişkilidir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şaraptaki yoğunluk ve kıvam kalite göstergesidir.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Müthiş bir şarap kusursuz bir sert, tatlı ve acı tat dengesini içinde barındırır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Aromatik şarap en müthiş şaraptır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarabın güzelliği onun aromalarının dengesiyle anlaşılır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Güzel şarapların çok yönlü kokuları vardır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Şarabın güzelliği onun koku yoğunluğuyla anlaşılır.

Kesinlikle katılmıyorum

Kısmen katılmıyorum

Kararsızım

Kısmen katılıyorum

Kesinlikle katılıyorum

Cinsiyetiniz

Kadın

Erkek

Yaşınız kaçtır?

18-20

21-23

24-25

26-27

28-30

Yaşadığınız evde sizinle birlikte kaç kişi yaşamaktadır?

1

2

3

4

5 ve daha fazla

Eđitim durumunuz nedir?

Ortaokul

Lise

Üniversite (Mezun)

Lise (halen)

Üniversite (halen)

YüksekLisans

Doktora

Mesleđiniz nedir?

Öđrenci

Özelsektördeçalışan

Kamu da çalışan

Kendi işyerindeçalışan

İşsiz

Evhanımı

Diđer

Kişisel aylık geliriniz ne kadardır?

1000-2000 TL

2001-3000 TL

3001-5000 TL

5001-10000 TL

10001 ve daha fazlası

Şarap satın alma sıklıđınız nedir?

Her gün

Haftada 2-3 kez

Haftada 1

Ayda bir kaç kez

Ayda 1 veya dah aaz

