

Microeconomics

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**FACTORS INFLUENCING CONSUMERS'
BEHAVIOR ON WINE CONSUMPTION:
A LITERATURE REVIEW**

Abstract

In this article data from different countries of the world concerning consuming of wine production is summarized. The main factors influencing consumer's behavior of wine consumption in different countries are distinguished.

Key words:

Factors influencing consumers' behavior, wine consumers, wine brand name, region of origin, wine quality.

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1. Introduction

In 8000 BC, when men and women drunk the fruit of Dionysus they found themselves worshipping the God of Wine with festivals which ended in sacrifices and wild orgiastic events, known as the Bacchus mystic rituals. Nowadays, modern consumers may not need to learn the skill of wine making but simply pick up a bottle from a shelf. This choice is, however, a complex matter, since there is a wide variety of wine produced not only in Greece but, with a few exceptions, in all countries of the world. Consumers evaluate the quality of a wine based on certain criteria, the quality signals, which help them in their external information search for a certain wine. When a product has a high proportion of experience attributes as with wine (Chaney 2000), then the ability of consumers to assess quality prior to purchase is severely impaired, and consumers will fall back on extrinsic cues in the assessment of quality (Speed 1998). Researchers have found the elements most able to influence the choice by consumers are the region of origin (Orth et al., 2005; Perrouty et al., 2006; Schamel, 2006), the attractiveness of the front label (Atkin et al., 2007; Barber et al., 2006; Rocchi and Stefani, 2005; Seghieri et al., 2007), grape varieties (Balestrini and Gamble, 2006; Felzensztein et al., 2004; Lockshin and Hall, 2003), the brand (Yue et al., 2006), peer recommendations (Wansinsk et al., 2006), the alcoholic content of the wine (Lockshin and Rhodus, 1993), reading about wine at home (Unwin, 1999). However, all these attributes impact differently on consumers according to demographic variables, e. g. age (Barber et al., 2006; Gluckman, 1990; Seghieri et al., 2007), income levels (Barber et al., 2006; Felzensztein et al., 2004;), involvement (Lockshin et al., 2001, 2006; Rodriguez Santos et al., 2006), frequency of consumption (Atkin et al., 2007; Martinez-Carrasco Martinez et al., 2006) and country of origin (Goodman et al 2008).

Firms have to understand the similarities and differences between countries in order to devise efficient brand marketing strategies. However, one of the major issues is trying to accurately measure similarities and differences between countries. In this review we'll summarize the findings from the literature for nineteen countries in order to present the main factors influencing consumers' behavior on wine consumption by country and to provide to owners, managers.

2. Factors affecting consumers' purchasing behavior on wine by country

Australia

Batt and Dean (2000) found that the origin of the wine was the third most important variable influencing consumers' decision to purchase wine in Australia. Tustin and Lockshin (2001) in Australia confirmed region to have a major impact on wine purchase. Another study in the Australian domestic market found «wine region» to rank eighth out of 21 decision-making variables. However, when the true elements that make up the composite variable «regional brand image» are included – specifically variety, style, winemaker and cellar door visits – the importance of region of origin in consumers' purchasing decision is much greater (Bruwer, 2008).

Johnson and Bastian (2007) recruited 61 wine consumers from Adelaide area and subject them to three types of tests: 1) an objective wine knowledge test, 2) a sensory acuity test, and 3) a subjective wine knowledge test. They then asked them a series of demographic and purchasing behavior questions. According to the results the purchase drivers were *wine style*, followed by *price*, for all respondents. *Wine quality* was the second most important purchase driver for the medium and high expertise groups. *Recommendations from friends, family and colleagues* ranked high for the low expertise group. In contrast, *region of origin*, and *reputation of the winemaker* ranked high only for the high expertise group. Unlike the high expertise group, the low-expertise group was easily swayed by *awards or medals*, or by *advertising, promotions, or specials*. Interestingly, high expertise respondents ranked *recommendations from wine writers* significantly higher than the other two segments.

The results of McCutcheon et al (2009) are in line with the previous. Region of origin and the regional composite attribute are very important factors in the purchasing decision. Another conclusion based on behavioral segmentation was that red wine drinkers are more heavily influenced by region of origin than white wine drinkers in their wine choice behavior. Finally, it was confirmed that high involvement wine consumers were more strongly influenced by wines' region of origin than low involvement wine consumers. This finding concurs with earlier studies (e. g. Hollebeek et al., 2007).

Goodman et al (2008) using the Best Worst method prove that the choice influence attributes in rank order for the Australian retail setting, show that tasting the wine previously and someone recommending are key – followed by grape variety and origin of the wine (country or region).

According to more recent results of Bruwer et al (2011) the choice of food to match wine is the single most important wine buying choice factor across all the age and gender groups, especially for males. The only significant differences between males and females were reported for two factors, namely wine writers/critics and wine store staff. From a sensory preference viewpoint, fruit tastes and aromas are by far the most important especially among females, as are vegetative characters, wood/oak, and mouth-feel. More males preferred the aged characters of wine. For males there is a significant difference within the Millennial and older generations between red and white wine consumption, while in the case of females it is far less pronounced. On the other hand for Generation-X and older consumers the advice of restaurant waiters is more important than for Millennials. Young Millennial females are more influenced than their male counterparts by extrinsic cues such as label information, by third parties such as wine store staff and wine writers/critics and by their spouse/partners.

Regarding consumers' behavior on organic wine, Remaud et al (2008) paper explore the importance that is given to the organic attribute by Australian wine consumers compared to three others: price, region of origin and another eco-friendly claim. A choice experiment has been used to test the importance and the utility attached to each level of each attribute. The results indicate that organic, as an attribute, is valued very little by the «average» Australian wine consumer.

Austria

Goodman et al (2008) conclude that the two top influencers on choice in a retail setting show the importance of getting the variety right and making sure people have tasted it. This infers that the Austrian market may be served through using and labeling the right variety (which may change over time), and therefore the importance of research into consumer preferences for variety. Varietal is more important as an influence, as is the matching with food – a possible avenue for wine marketers to communicate the food matching of wines to local food choices and styles.

Brazil

When looking at emerging markets like Brazil Goodman et al (2008), prove that there are some distinct differences, notably in the area of brand influence. Matching food is much more of an influence in Brazil, and Brazilian cuisine throws some opportunities for wines, particularly shorter-term return whites. Grape variety was less important than other markets – again a signal for an opportunity to develop blended wines, to match food and build a brand around. Although «tasted the wine previously» is second most important, it might signal a willingness to discover something new with a known brand.

Bulgaria

The results of Nivelin Noev (2002) for Bulgaria reveal that there is significant regional reputation on the market and wines are sold with significant price discounts compared to branded Svishtov Cabernet Sauvignon wines. With time, price discounts are rapidly diminishing for white wines and increasing for red wines, and regional reputations are losing significance, with an increase in the coefficients. This is positively related with wine industry restructuring and is a major result from the completed privatization in the sector. We show that Bulgarian wine market is segmented and when estimating the impact of regional reputation on wine prices, and respectively on consumers' willingness to pay, the differences in the both segments – red wine market and white wine market – should be taken into account in order more accurately the effect of different factors on retail wine market prices and consumers' behavior to be captured.

China

Chinese consumers, according to Balestrini and Gamble (2006), are more likely to use extrinsic cues than intrinsic cues to evaluate wine quality. Thus, COO information is a significantly more important cue than price for Chinese consumers as a quality cue. However, there appears to be no significant difference in the importance of COO and brand in this regard. An interesting finding is that Chinese consumers pay much more attention to COO when they purchase wine for special occasions, where their choice is exposed to the judgment of others. By contrast, when purchasing wine for their own private consumption, COO assumes a lesser importance.

The analysis of the Chinese market by Goodman et al (2008) shows the importance of the old fashioned need to build the brand. Overall information on the back label was only a marginal influence, as was the presence of a medal/award. Again, grape variety was less important as was attractive front label. The Chinese do not typically drink wine with food, except in Western restaurants, so matching food has little importance. However, brand and origin are quite important there. The lower overall scores in China may indicate an undeveloped wine market, where buyers do not have much experience or just variation among the consumers surveyed.

Cyprus

Vrontis and Papasolomou (2007) identified a number of factors influencing consumers' decision-making process. These factors included the flavour of the wine, which appears to be the most influential factor (the wine aroma the wine colour), brand name and the price. Research by Vrontis and Paliwoda, (2008) conducted also in Cyprus revealed the results that «Cypriot consumers (espe-

cially women) often use the packaging of a product (bottling and labelling) as an aid in making their purchase choices».

France

The results of Viot and Ducros (2010) for France show that the brand concept is not clearly perceived by the consumer: there is confusion between the brand and the A.O.C. Several factors account for this confusion. First, certain A.O.C. wines are price-positioned very closely to marketed wines (between 1.5 and 2.5 euros). However, the A.O.C. alone does not suffice to sell a wine. Second, certain practices foster confusion between brand and cha[^]teau. Many cha[^]teaux sell branded wines. If producers and wine merchants want to convince consumers to buy branded wines, they have to capitalize on existing brands or to create new strong brands. Moreover, the cluster analyze reveals the existence of an interesting class of wine consumers «the discoverers». They are young «emerging wine learners» coming from the novices group. They declare to be positively influenced by brands. It is important to differentiate novice consumers from discoverers because they tend to be sensitive to more complex attributes, traditionally used by the experts, like origin, vintage and production (Barber et al., 2008).

According to the results of Goodman et al (2008) «matching food» is the most important influencer for French consumers. This is also true of the origin of the wine, which is almost as important. Interestingly, whilst this would suggest a conservative, unexperiential approach, in fact these two influencers are possibly guiding «rules» for choice, whilst «having had the wine before» is much less of an influence than in Australia. French consumers are possibly more confident as they are less likely to be influenced by others.

As an attempt to extend the research on the influence that label of bottled wine can have on consumers' decisions of buying, the study of Lunardo and Guerinet, (2007) shows some interesting results. Bottles of wine with labels perceived as authentic by young consumers are seen as less risky to buy. New kinds of labels, without any drawing of castle of vineyard for example, or with bright colours, are seen as risky. Furthermore, all the dimensions of authenticity do not affect the consumers' behavior. As original dimension of authenticity influences performance risk, perceived price and purchase intention, reflect of personality and uniqueness dimensions do not influence all the dependant variables. For instance, the fact that the label reflects the consumers' personality does not influence perceived price, while natural dimension does.

Germany

Netter and Deters (2011), found that Germans intensely focused on verifiable sources of assurance, which can be regarded as an expression of their comparatively higher risk sensitiveness. Common to consumers was the connection between the values underlying their purchasing behavior and country-specific most pronounced perceived risks. Physical risks appeared to be of higher relevance for Germans while packaging was found to be a decisive factor in the decision making of organic wine consumers; functioning as a mediator, packaging has the potential of dispelling skepticism. Mueller and Lockshin (2008) for Germany found mainly gender and age to be discriminating variables between consumer segments between those with high importance of cognitive cues (brand and price) compared to visual cues (label style and label colour). Wine involvement and wine consumption or purchase frequency were not found to be significantly different between consumer segments.

Also according to Goodman et al (2008), whilst previous taste is the most important, there is little difference between the influence of someone recommending it and the need to match food. The Germans score more highly than other countries on the influence of other people. There is a gap of difference down to origin and then again to grape variety, with back label information a slight influence. «Marketing efforts» such as brand, attractive front labels, promotional displays in-store, shelf information all rate as less important influences. These results are in line with the results of Szolnoki (2007) who compared the relative importance of wine packaging elicited with rating and rating-based conjoint analysis for German wine consumers. Using verbal direct measurement, packaging design was rated as second least important after wine flavour and origin, but surprisingly before brand. For the rating based conjoint analysis he combined four attributes origin/grape variety, label layout, bottle form and bottle color with either two or three levels in photographic bottle representations. Label style showed the overall largest effect with an importance of 40 %, followed by origin/grape variety (30%), bottle colour (19 %) and bottle form (12 %). Neither brand nor prices were included in the conjoint design.

Greece

Tzimitra-Kalogianni, et al. (1999) report that the most preferred attributes for Greek consumers are wine's «full (pleasant) taste», «clarity», «appellation of origin», «aroma» and «attractive label». The same study reveals that Greek consumers believe that wine should be bottled in glass and never in carton boxes, because glass can be recycled, an indication of consumers' environmental consciousness.

Fotopoulos et al. (2003) analyze consumer preferences for a series of «new» wine attributes and reveal in a structured manner, purchasing motives

that comprise the innovative concept of «new»wines, related to consumers' cognitive system imposed by their higher values. The overall findings are as follows: firstly, healthiness, quality, information, attractiveness and good taste are the five main motivational benefits of wine purchase. Secondly, pleasure is the value-leverage of wine consumption. Thirdly, the distinction between organic buyers and non-buyers derives from the differences in the evaluation of these motives in consumers' cognitive structures and the different motives with which wine's organic character is associated.

The study of Krystallis and Chrysochou (2010) measures brand performance and loyalty of four different Greek wine varieties. Based on stated preference data, basic brand performance measures are estimated through Juster purchase probabilities of brand choice. To measure loyalty behaviour, the polarization index $w(\phi)$ is used as a measure to model both loyalty to the brand name and specific wine attributes and their levels. The findings point to the conclusion that each one of the four Greek wine varieties under examination exhibits its own market structure and loyalty profile, whereas price, quality certification and wine-maker's size seem to function as loyalty stimulators more effectively for white wines. The fact that variety/region combinations are more important criteria than brand name constitutes both a reason for and an indication of the large fragmentation of the wine market at the brand level.

Quality certification seems to constitute a very powerful attribute irrespective of wine category (white or red) or variety. Focusing on the price attribute, the preference for average price tiers across all wine varieties analyzed may indicate a type of value-cost trade-off resulting in low- and high-price aversion; low prices may indicate lack of product quality in the eyes of the customers leading to a high-risk buying decision; and high-price aversion may be the outcome of the widely held perception among some Greek consumers that wine is/should be a high value-for-money product. After all, price was found to be one of the most important self-reported criteria of wine selection, as described above.

Ireland

The research of Geraghty and Torres (2009) for Ireland adopts a lifestyle segmentation approach by linking lifestyle values, product attributes and buying and consumption patterns. The primary research is descriptive in design, employing a self-administered questionnaire to collect quantitative data on wine consumer behaviour. Efforts made to ensure a highly representative sample included choosing a large sample size, administering the questionnaire in a range of outlets, and gathering information from wine drinkers with wide ranging involvement levels. The research identifies three clusters of wine consumers: casual wine buyer, value seeking wine buyer, and wine traditionalist. Together, the clusters provide an insight into consumers' behavior.

Israel

According to Goodman et al (2008), in a market that is developing more wine consumers, we see the importance of relying on previous experience, with previous tasting being the most important influencer. It is three times more important than the second influencer of matching food and four times that of someone's recommendation, which is roughly equal to brand name, grape variety and reading about the wine. The Israelis feel strongly about previous experience, since it has such a high overall score. The origin of the wine was not found so important in Israel.

Italy

The results from Stolz and Schmid's (2009) study indicate Italian consumers assess the quality of a wine based on its sensory qualities. Furthermore, Italian consumers are positively influenced in their assessment of the wine quality by the origin of the wine, especially referring to knowledge regarding the vineyard and winemaker.

The research of Casini et al (2009) for Italy applied the Best Worst method to investigate the degree of importance individuals give to 13 attributes related to choosing wine, and in particular the behavioral differences across geodemographic subgroups of the sample. If respondents already have drunk a wine or if a wine matches best with the food they are going to eat either at home with their friends or in restaurant, there is a higher probability that this wine will be chosen. It is found scant attention toward the alcoholic content of the wine and promotional activities carried out by both sectors in order to stimulate wine purchases. It has been surprising to note that in the retail sector an impressive front label is not sufficient to influence the choice of consumers, while in the on-premise setting, the possibility to buy a wine in a ml 375 format is not seen as a key incentive. The analysis also showed that, while choosing wine in retail stores, the level of involvement respondents have toward wine, their age and the geographic region they belong to are the factors, which most discriminate consumer preferences. Differences in terms of income, on the other hand, do not seem to segment the market strongly. In the on-premise sector respondents demonstrate a more homogeneous behavior compared to the retail respondents, with differences in the age of interviewees and their degree of involvement having greater influence than other variables. Such homogeneity is so evident that with respect to the geographic area and income levels, not even one attribute could discriminate across segments. France and Italy demonstrate the need to understand local markets and position wine's individual offerings with local cuisine (Goodman et al, 2008).

New Zealand

Hollebeek et al (2007) conducted a conjoint study of purchase intention for wine defined in terms of attributes relating to region of origin, price and price discounts. While the sequence of the relative importance of these attributes was identical across the involvement-based consumer segments, differences among consumers who were low and high within the two involvement constructs were established. A key finding was that information about a wine's region of origin was more important in purchase decisions made by consumers high, as opposed to low in product involvement.

According to the results of Goodman et al (2008) for New Zealand grape variety is much stronger influence than the evidence of medals/awards and to lesser extent brand names. Also consumers are not influenced by someone's recommendation – a trait common with old Europe.

Similar findings were obtained for purchase involvement with region of origin being more important to high than low involvement consumers. This indicates opportunities for regional branding activities and serves to justify a strategic approach focused on the development of regional brand equity in wine marketing, since such activities are expected to predominantly attract highly product-involved and highly purchase involved consumers. Selective targeting of these segments is generally desirable since these were found to purchase significantly more wine than their low-involved counterparts, both in the present study and in previous research (e. g. , Quester & Smart, 1996).

Romania

Tokaj Wine Specialities have few competitors and enjoy a rare niche among natural dessert wines since traditions surrounding their preparation, their specific microclimate, and unique taste enable one to utilize marketing tools for branding and market placement. To elaborate the marketing strategy, one needs market information that adequately shows the current situation and trends. If the consumer has already attained a certain level of wine sophistication, one observes rational consumer behaviors in terms of price-value-quality ratio (Szakal, Zoltan, 2009).

Spain

Joel Espejel and Carmina Fandos (2009) analyze the influence of the perceived wine quality across intrinsic and extrinsic attributes on satisfaction, loyalty and buying intention of Spanish protected designations of origin (PDO) wine consumers. The results obtained in the hypothesis contrast of the model reveal the existence of a positive influence of the intrinsic perceived quality attributes (color,

smell and flavor) on consumers' satisfaction. On the other hand, it is not possible to find enough evidence to support the influence of extrinsic perceived quality attributes (price, brand and region of origin) on consumers' satisfaction and loyalty. A possible explanation of these findings could be the small degree of consumers' involvement before the wide variety of PDO wines on the market. Quite probably, this aspect could influence their satisfaction and loyalty towards these kinds of products. Thus, for the formation of attitudes and positive expectations towards a PDO wine, consumers need to feel safe and they need to be informed in relation to all the processes of elaboration and transformation, region of origin and symbolic values included (Nosi and Zanni, 2004). In fact, consumers need to evaluate the intrinsic and extrinsic attributes because it is there where they find all kinds of information and values on which to base their satisfaction, loyalty and buying intention.

Martinez-Carrasco et al. (2005) conducted a study in Spain that incorporated questions on four lifestyle variables. They were interested in gastronomy, with items about liking the taste of wine and drinking it with a good meal; healthy life, measuring worries about health, figure, and diet; social activity, about business meals, travel, and time spent with friends; and ethnocentrism, with items about designation of origin and preferences for local/national products. For the consumption of quality wine, three of the four predictors proved to be significant. Interest in gastronomy and social activity were both positively related to consumption, whereas healthy life was negatively correlated. Ethnocentrism was only significant for predicting consumption of wine with a designation of origin.

Brugarolas Mollá-Bauzá et al. (2005) investigated what consumers are willing to pay for an organic wine in comparison with a similar conventional wine. Their findings suggest that consumers who are highly concerned about the environment are willing to pay a premium price. However, for the largest part of their sample the main factor explaining their willingness to pay more for an organic wine were their concerns about health and diet. According to authors environmental concern and a general interest in a healthy life style can be identified as two factors that highly influence the purchasing intention as well as willingness to pay more for organic wine.

Switzerland

The results from Stolz and Schmid's (2009) study indicate Swiss consumers assess the quality of a wine based on its sensory qualities. Furthermore, Swiss consumers are positively influenced in their assessment of the wine quality by the origin of the wine, especially referring to knowledge regarding the vineyard and winemaker.

Brunner and Siegrist (2011a) using factor scores, a hierarchical cluster analysis was run, resulting in six wine consumer segments. These segments

were further analyzed and described as: the price-conscious wine consumer; the involved, knowledgeable wine consumer; the image-oriented wine consumer; the indifferent wine consumer; the basic wine consumer; and the enjoyment-oriented, social wine consumer.

Brunner and Siegrist (2011b) prove that five determinants significantly influenced both consumption and spending: knowledge, bargain, recreation, age, and intellectual challenge. Except for knowledge, they were trade-offs. Consumers who pay more attention to bargains drink more wine but pay less for it. Consumers who tend to drink to make they feel comfortable consume more at a lower price per bottle. Older respondents also consume more and spend less on wine. Finally, consumers who drink wine for an intellectual challenge consume less and spend more. This trade-offs pose the real challenge for wine marketers: to get consumers who drink a lot to buy more expensive wine and to get consumers who drink expensive wines to drink more of them.

Taiwan

Similar to other markets, in Taiwan «tasted the wine previously» and «someone's recommendations» are the biggest influencers. Quite distinct from other markets though, is the third biggest influence of «having read about the wine», an equal influence with the «origin of the wine» (Goodman et al, 2008),

Turkey

The findings of Gunay and Baker (2011) reveal that demographic profiles influence wine consumption patterns of consumers. The importance of price, promotional displays, quality level of the wine, brand name, grape type, grape region varies among respondents and thus these factors define the target market. These factors clearly vary among different age, gender, marital status, income and education levels. Interest in quality wine, origin of region and grape type target high education and income-level consumers while reasonable or low price and promotional displays target young and lower educated consumers. Females and singles are willing to pay higher prices for quality wine and producers could exploit companies this by marketing light and quality wines to females while targeting singles with expensive quality wines. According to our findings, occupation does not appear to have any influence regarding wine consumption habits despite its association with income levels.

UK

Having tasted the wine previously is the most influential, more than twice that of any other attribute, whilst someone's recommendation is nearly twice as important as the origin of the wine or the information on the back label, for British consumers. This in itself is vital research as to what information UK consumers are looking for on the back label. Brand name has a small influence and is not much different from reading about the wine, the grape variety, or matching food. Interesting is the number of attributes that scored «least» including attractive labels, promotional displays in-store and grape variety (Goodman et al, 2008).

USA

In a study of Barth and Salazar (2011) in East Coast they prove that less informed wine drinkers preferred to purchase wine by the glass, while informed drinkers purchased wine by the bottle. Informed wine drinkers have a base of knowledge that allows them to know how certain wine varieties pair with meals. Less informed wine drinkers are still compiling their wine identities and often choose wines differently. They may choose a wine solely from a certain price point, or they may try a wine they have never heard of before to increase their level of knowledge. Informed wine drinkers are rounding out the wine and food experience with a wine chosen from a prior experience, one that would best compliment the meal. Less informed wine drinkers are attempting to expand their base of knowledge in order to be able to make informed wine decisions at a later point in time. Lastly, less informed and informed wine drinkers showed a significant preference toward the criteria they used to purchase wines. Less informed wine drinkers most often choose a specific wine based on price. Informed wine drinkers chose a specific wine based on food pairing, grape type, or region of origin. In the USA, matching food is more of an influence, along with attractive front label, whilst medals/awards are less so (Goodman et al, 2008).

According to the results of Henley et al (2011) for the purchasing behavior of millennial, when the producer provided specific fruit characteristics, the informant perceived they tasted those fruits much more than without this information in the blind tasting. This demonstrates the importance of the information on the labels and how it can impact the taste perceptions of consumers. The informants in this study indicated several factors such as closure, font style, eye-catching front label, color of the bottle, food pairings, and wine producer information as affecting their purchase intentions.

In another study of Sherman and Tuten (2011), the results suggest that the evolution of wine labels has not changed the consumer's perception of what a wine label ought to look like. Though novelty and contemporary names scored well, novelty designs with contemporary and novelty names were less desirable. Further, novelty wines were perceived as cheap and of low quality. They are

considered perhaps more appropriate for novelty occasions rather than occasions studied in this research. As anticipated by the consumer wine buying decision model, the label design does serve as an extrinsic cue in the development of perceptions about a wine, and these perceptions affect the intent to purchase.

3. Conclusions

The research provides the owners, operators and managers of wineries with a better understanding of the main attributes associated with wine purchasing in nineteen countries, in a way to contribute to the development of their marketing strategies and brands.

According to the literature, French and Swiss consumers are positively influenced in their assessment of the wine quality by the origin of the wine, especially referring to knowledge regarding the vineyard and winemaker. French are also more influenced by food matching – and possibly this reflects the reliance, or use, of the appellation system as a quality and style guide. The influence of someone recommending a wine is much more pronounced in Germany, Taiwan and the USA. Whilst the grape variety shows a significant influence in the UK and China. The origin of the wine is less important for consumers of Israel, but important in case of Germany and China. Brand name has a small influence to the purchasing behaviors of consumers in Germany and Austria, where marketers will have to work across a much broader approach than «branding».

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