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### **Imagery of wine tourists and self-congruity by Gen Y**

This paper explores the impact of self-image congruity on wine tourism behaviour. A key component of self-congruity models is the evaluation of user imagery in consumer choices. This research investigates the notion that Generation Y consumers are more likely to visit a winery if their self-image aligns with their current image of wine tourists.

The research was conducted on 168 Generation Y respondents, indicating their previous wine tourism behaviour and wine consumption patterns. The image of wine tourists resulted in 660 descriptors covering an array of demographic and psychographic factors. These include high income earners, middle aged/mature, sophisticated, and to a lesser extent adventurous experience seeker, cultural and young people. A direct score approach was used to measure self-congruity, and found that there were significant differences between self-conceptions of respondents, and their image of wine tourists. The findings support the notion that high self-congruity will lead to higher intentions to visit a winery, with many Generation Y respondents indicating incongruity with the image of wine tourists. Additional wine industry applications are discussed.