

Wine Purchase Behavior And Personal Value Based Consumer Segmentation

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Abstract

This paper investigates some of the key factors that effect the wine decision making process and explores the personal values and emotions of the Hungarian consumers and reports the result of the personal value based consumer segmentation. The empirical results of this exploratory research suggest that the personal values are a good tool to segment the market and they serve for better understanding the consumers, and help to design better marketing messages matching values of the target market segments. The personal value-based segmentation generated four consumer segments: Safety Seekers, Self-fulfillers, Hedonists and Indifferent. The value-based segmentation could play an important role in the Hungarian wine marketing in the future.

Introduction

Hungary's tradition of fine wine production was somewhat neglected during the communist years. The fall of the Eastern block has meant that it has had to rethink its whole wine business. The last ten years has seen a modernization to keep up with Western standards. Hungary is also reestablishing its own style of wines. A new pride is emerging among winemakers unhappy living with the communist legacy.

Recent legislation attempts to increase control over wine production and therefore increasing overall quality. For too long Hungary has been plagued by substandard bulk wines and unscrupulous winemakers. This has affected even the reputation of those that produce quality wines.

The factors that made Hungary a great wine making country historically are now attracting many foreign investors keen to continue and expand the Hungarian Wine culture, either at the budget end or at top class auctions.

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In wine producing countries research on wine consumers' behavior is of increasing significance. In Hungary consumer research in this business is only in its initial stages, except for some undertaken by a few research institutes and universities in recent years.

The competitive environment increasingly requires deep analysis of the consumers' behavior. The wine market is becoming more and more sophisticated and the possibilities for market segmentation are good.

A central marketing strategy has already been created for the Hungarian wine industry. This targets mainly foreign markets and consumers. Small and middle size companies have done almost nothing on the marketing front. Most of them don't make marketing plans, and have no knowledge of what their consumers really want.

Unfortunately, there are only two studies on the wine consumers' behavior and consumers' decision-making process available, done by market research institutes.

Gfk Hungaria institute has conducted research regarding Hungarian wine consumption, they defined market segments only based upon demographic factors. Lifestyle researches by companies like Young and Rubicam, Mareco and GfK have hardly ever contained questions regarding wine consumption or the wine buying decision-making process.

Winemaking companies in Hungary, when carrying out such researches for competitive purposes, usually do not disclose their findings. We would also note, that while beer advertisements are quite common in Hungary, there are no wine advertisements in the media. We found it interesting to look at the factors, which have effect on wine buying decision-making in Hungary. We wanted to know, how could we segment consumers based upon their value systems. That is to say, whether there are clear-cut clusters with distinctive value systems, attitude and consumer behavior.

Research Aims and Objectives

The current research was financially supported by the Hungarian National Scientific Research Fund (its Hungarian abbreviation is OTKA).

The objective of this research was to further examine purchasing behavior within the Hungarian wine industry, focusing in particular on the purchase decision making process, with the aim of investigating:

- The effect of product cues and particular brand, on the purchase decision making process
- The effect of product information and packaging on the purchase decision making process
- The effect of purchase location and consumption occasion on the purchase decision making process
- The values and emotions of the consumers
- Consumer segmentation on the basis of values.

The Research

The research had two phases. In the first phase we conducted qualitative research with six focus groups. These sessions focused on the decision making process of wine purchases. The respondents were selected using a convenience sampling. A wide range of ages and socioeconomic classes were sought. We reviewed the literature on factors effecting the wine purchase decision-making process, eg. the effect of product cues such as price, label, brand and the effect of purchase location and consumption location.

The focus group research therefore leveraged the existing knowledge base and applied the learnings to the wine category. The results of the qualitative research on the factors that effect the purchase decision making process in the wine category helped to design the questionnaire for the quantitative research. In the second phase we conducted a questionnaire survey, and defined consumer segments based upon their value systems.

This paper focuses on some of the relevant literature regarding personal values and presents the analysis of the key findings from the quantitative research that was conducted in November 2002.

Literature Review

The role of values in buying decision-making

Consumers' value system has important role among factors, which effect the buying decisions. Familiarity with value systems provides important background information for marketing experts on the field. This information can directly be used in marketing

communication messages. They help us create suitable content for our target market. Change in value systems may signify a need for new products or services. For example, increasing interest in values like health or healthy lifestyle signifies a need for low-calorie food products, as well as to accompany light meals, light wines made with reductive technology.

Advertising and marketing communication regularly use information about consumers' value systems in order to create efficient marketing strategies. Traditionally wine-related values (friendship, community, fun, happiness, cosyness, joy) are unfortunately widely used in marketing of other products, especially beer marketing, which product is one of the strongest competitors of wine in Hungary.

Figure 1.: Values found in advertisements

Product	Value	Slogan
Kaiser „A ser” (“The beer”)	-tradition, high quality, -uniqueness, sensual pleasures	„Kaiser. A Ser” (“Kaiser, the Beer”)
Margitszigeti Kristályvíz (mineral water from Margaret Island)	-health, freshness, -natural, sensual pleasures	„Vízből jövő frissesség....” (“Freshness from water...”)
Soproni Ászok (beer)	-happiness, socialization, fun	„Egy jópofa sör” (“A funny beer / a good pint of beer.” Word game, which cannot be translated.)
Zwack Unicum (special Hungarian herb spirit)	- tradition, excellent quality -exclusiveness	„Nyaralni mentem.” (“I went for a summer holiday.”)
Rama Harmónia (margarine)	-health, sensual pleasures,	„Könnyű nyári viselet” (“Light summer wear”)
Milka (chocolate)	-natural -tradition, quality, joy	„A leggyengédebb kísértés” (“The most tender temptation.”)
Chokitó (chocolate bar)	- uniqueness, humor	„Szebb nem lett, csak nagyobb.” (“It didn't become better looking, only bigger.”)

Source: Szonda Ipsos Billboard research, Kreatív 1999/2000

Personal Values

The impact of a person's values on attitudes and behavior can be evaluated more effectively and reliably with information on the person's whole value system, rather than a single value. (Kamakura and Novak, 1992. p. 119).

In recent years, one of the most dynamic areas of research in social science disciplines has been the measurement and functions of personal values. (Kamakura and Mazzon, 1991). Values provide potentially powerful explanation of human behavior because they serve as the

standards or criteria of conduct (William, 1968), tend to be limited in number and are remarkably stable over time (Rokeach, 1974 Rokeach and Ball-Rokeach, 1989). Consequently, behavioral scientists have applied the concepts of values and value systems as predictors of consumer behavior (Henry, 1976, Vinson and Munson, 1976, Bekker and Connor, 1981, Munson and McIntyre, 1979, Schwartz and Bilsky, 1987).

The writings of Milton Rokeach (1973, 1976) are a major theoretical foundation for psychological research on consumer value systems (Kahle, Rose and Shoham, 2000). Rokeach defines a value first and foremost as „an enduring belief that a specific mode of conduct or end – state is personally or socially preferable to an opposite or converse mode of conduct or end state” (Rokeach 1973, p.5). Values are not beliefs that can be proven in any conventional sense instead, they are „abstract ideals” that represent a person’s „conception of the desirable” (Rokeach 1973, p. 10).

Rokeach argues that values are separately organized into relatively enduring hierarchical structures of terminal and instrumental values. Terminal values are defined as a person’s beliefs concerning desirable end-states of existence while instrumental values refer to a person’s beliefs regarding desirable modes of conduct (means to achieve the ends). The Rokeach Value Survey (RVS), was developed by selecting 18 terminal and 18 instrumental values from a larger pool of several hundred values descriptors (Rokeach, 1973). Earlier studies have provided some empirical evidence in support of the structure of terminal versus instrumental values (Feather and Peay 1975), Vinson *et al.* 1977)

From a Rokeachean perspective, an individual’s attitudes and behaviors are better explained by his or her entire value system, rather than by their single, most dominant value (Kamakura and Novak 1992). While this thesis sounds quite holistic, its underlying assumptions mitigate any strong imperative to incorporate the background of cultural meanings directly into conventional analyses of consumer value systems. The values being ranked are assumed to correspond in a fairly isomorphic fashion to universal psychological needs. (Kahle 1983, Kamakura and Novak, 1992), Schwartz and Bilsky, 1987.) For example, cross cultural differences among consumer preferences and consumption patterns among a universal set of human values (Kahle 1983, Kahle, Rose and Shoham, 2000).

Among consumer researchers there is a growing consensus that cultural meanings play a fundamental, but a largely understudied role in mediating a relationship between abstract values and specific consumer attitudes, goals and behaviors (Aaker, 2000, Kamakura and Novak, 1992, Richins, 1994).

The most recent marketing application of the value construct, however, markedly have differed from the applications seen in the past literature. In the past, the RVS has been used either to describe the value system structure of population (Rokeach 1973), or to explain differences in value systems among groups of individuals who are defined a priori (Becker and Connor, 1981).

In contrast, recent marketing applications use the value construct as the criterion for segmenting the population into homogenous groups of individuals who share common value systems.

The Measurement of Values

The original version of the RVS consisted 18 terminal and 18 instrumental values that were rank ordered in terms of their importance as guiding principles of the respondent's life. Despite the popularity of the RVS in measuring human values, some controversy still persists regarding proper measurement procedure. The main criticism of the standard version of the RVS is that it elicits only the rank ordering of instrumental and terminal values, and is not really suitable for aggregate analyses or comparisons between individuals (Hicks, 1970, Rankin and Grube, 1980).

The major limitations of the original RVS include:

1. subjects are forced to rank one value at the expense of another which may be equally important to them (Alwin and Krosnick, 1985).
2. the presentation of the 36 value items may exceed the respondent's ability to accurately process information and thus distort the ranking procedure
3. the ranking nature of the data precludes the use of a wide variety of useful statistical analysis techniques that might otherwise be used (Rankin and Grube, 1980).

To avoid these problems, a number of researchers have modified the RVS instrument to yield an interval measure of value importance (Miethe, 1985, Munson and McIntyre, 1979, Rankin and Grube, 1980). Instead of ranking the values, respondents are required to assess the importance of each value item on a seven-point Likert rating scale. Such rating approach imposes fewer constraints on the data and it is easy and quick to administer with a minimal need for instruction. It must be mentioned that these changes also violate the original method.

Other researchers e.g. Restall (1990), Millar, C. (1993) experimented internationally with the Rokeach concepts and developed a new modified list of attributes. This modified list, was deemed to cover a comprehensive list of values relevant for marketing, and was used for the ACE/EVE Project in Hungary in 1992 (Hofmeister and Bauer, 1993). This list was referred to as the 'life aspirational values' and contained terminal and instrumental values mixed in one column.

Hofmeister (2002) carried out several value researches between 1992-2002. It was experimented with different scales (RVS, LOV, Restall, Windhorst) and several experiments were done using 5 point, 7 point, and 9-point scales with the ACE/EVE value scale.

Methodology of the Research

The design of the questionnaire

At designing the content of questionnaire we used our experiences gained through the focus group interviews.

The following topics were addressed:

- preferences of wine
- knowledge of brands
- frequency of purchase
- the importance of product cues
- occasion of purchase
- location of purchase
- money spent for different occasion

For the value measurement of this research a 20-item value scale was selected. This proved to be successful in previous researches in Germany and in Hungary (Windhorst, 1985, Silberer, 1991, Schürman, 1988, Hofmeister 2002). A list of emotions were also developed using a mixture of Plutchik's (1980) and Windhorst (1985) emotions.

Sampling and methodology

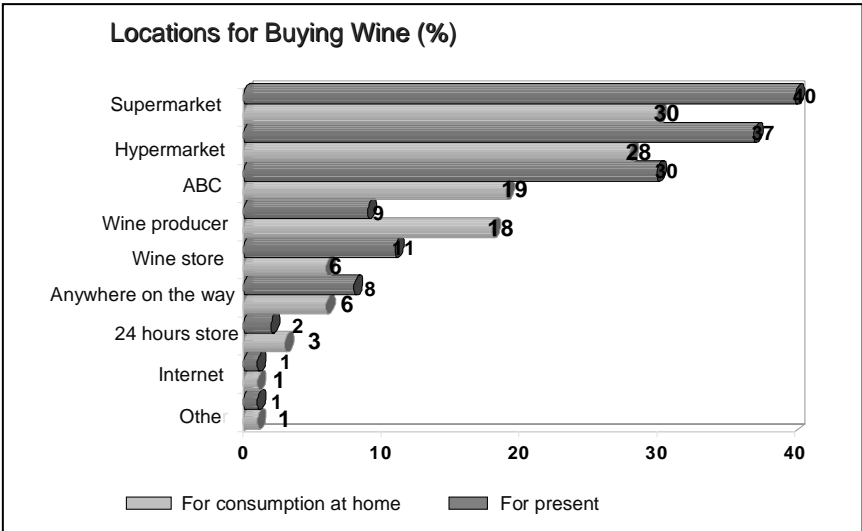
The quantitative research was carried out in November 2002. Quota sampling method had been selected. At first we defined the relevant control factors: gender, age, education. Then we created quotas, based upon Hungary's demographic data. Our sample is being near

representative, regarding the major demographic attributes. We used face-to-face interview methods. The interviewers were fifth year students of the University of Economic Sciences, who prior to the interviews attended interview trainings. We received 654 questionnaires for evaluation. The data was analyzed with the help of the SPSS Program Packet.

Results

Examination of the wine purchase answers of our respondents delivered interesting results. Looking at Figure 1. It is quite interesting to note, that most of our respondents purchase wine more frequently in supermarkets and hypermarkets for consumption at home and for gift as well. The role of special wine shop is not very significant. It is only visited more often in the case of purchasing wine for a gift.

Figure 1. Locations for Purchasing Wine



According to the answers tasting the wine before buying was very important, 30% of the respondents purchased wines for home consumption only that he had earlier tasted and liked. Personal experience was even more important if the wine was purchased for a gift. 42% of the sample purchased only wines that the presenter had already tasted and had been satisfied with. The role of brand is of particular importance. This was obvious from the answers of the respondents when questioned about their favorite wine brands. According to the answers of the respondents they are not really aware of what is a brand in case of wines.

Table 1. The Importance of Products Attributes of Wine for Purchase Decision Making

For Consumption at Home			For Gift		
Attributes of Wine	Mean	St.d.	Attributes of Wine	Mean	St.d.
Taste	4,6	,8382	Quality	4,6	,9719
Quality	4,5	,7547	Taste	4,6	,7439
Wine region	4,1	1,269	Wine region	4,4	1,179
Grape	3,6	1,418	Label	4,3	1,375
Color	3,2	1,253	Price	4,2	1,431
Recommendation of experts	3,2	1,466	Form of the bottle	4,1	1,355
Price	3,1	1,246	Color	3,9	1,316
Label	3,0	1,356	Recommendation of experts	3,7	1,546
Form of the bottle	2,9	1,253	Grape	3,7	1,466
Image of the winery or the wine producer	2,7	1,396	Image of winery or wine producer	3,5	1,451
Year	2,5	1,315	Year	2,9	1,411
Alcoholcontent	1,9	1,259	Alcoholcontent	2,1	1,182
Advertisements	1,6	,954	Advertisements	1,7	1,084

1= the attribute being not important, 5= the attribute being very important.

Table 1. shows the results of the ratings of the product cues by the respondents. They were asked to rate each attribute's importance when selecting a bottle of wine – in the case when they did not have the opportunity to taste the wine.

According to Table 1. in the case of consuming the wine at home the following attributes are more important: taste (sweet, dry), quality, wine region. If the wine is purchased for a gift consumer consider more attribute to be important for making the decision eg. quality, taste, wine region, label, price, form of the bottle, recommendation of experts. do play an important role in the purchase decisions. Some researchers, e.g. Mitchell and Greatorex, (1989) or Glukman (1990) were already dealing with the risk reduction role of price in the wine purchase process. Both their research and our focus group interviews verified the price as a very important product attribute and means of quality identification by the consumers.

Looking at Table 1, it is interesting to see that during the 'year of the wine', 'alcohol content' and 'advertisements' attributes were rated very low. We would like to note that although 'alcohol content' was rated low here, it could also play an important role in the wine selection process. During our focus group interviews two young women mentioned 'alcohol

content'. They admitted that they are concerned about their figure and they are looking only for white wine whose color is almost white and has an alcohol content of less than 11 %.

The respondents were also asked how much were they willing to pay for a bottle of wine. In Hungary, for example, more than 50% of the respondents were not willing to pay for own consumption more than 830 HUF (approx. 6.50 Australian dollars) for a bottle of wine. Wine purchased for presenting as a gift meant in Hungary occasional bottle prices of 1000 to 1500 Hungarian forints (7.50 to 11 Australian dollars). In the case of foreigners to be presented with wine, the respondents were willing to pay some 20% more for a bottle. It is also to be added that Hungarians entertaining and presenting foreigners generally belong to the higher than average personal income and education groups.

Personal Values and Emotions of the Respondents

In the practice of sales promotion and particularly in marketing communication, numerous references to values can be identified. It is particularly unfortunate that many values traditionally attributed to wine are communicated in Hungary as the value of other products first of all beer, one of the most significant substitution product to wine.

The respondents were asked to rate the importance of each value on the five point Likert scale (5 = the value being very important, 4= the value being important, 3= the value being moderate important, 2=the value being scarcely important 1= the value being not important at all). The rating of the values revealed that the respondents considered all values rather important than unimportant. Table 2. shows the most important 10 values of the respondents.

Table 2. Hierarchy of Values

Most important 10 values	Mean N=654	StD.
True friendship	4,80	,5600
Personal and financial safety	4,74	,5304
Personal liberty	4,47	,7774

Sense of belonging	4,50	,8791
Intimate family life	4,43	,8024
Health consciousness	4,45	,7846
Good appearance	4,36	,8705
Self fulfillment	4,17	,9503
Environment- and energy conscious life	4,21	,8961

Scale: 5 = very important, 1 = not important at all

The Consumer Segments

The 20 item personal value list was used to carry out factor and cluster analysis. Four factors were considered as basis for segmentation: factor 1.Hedonism, factor 2. Self-actualization, factor 3. Safety and factor 4. Intimate human relations. (See details in the Appendix). The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0,841 and explained 64 % of the variance. For performing cluster analysis we used the Ward method. Four clusters were identified, we labeled the clusters as follows: Hedonists, Safety Seekers, Self-fulfillment Oriented and Indifferent People.

Table 3. The Comparison of Cluster Means

	1 cluster	2 cluster	3 cluster	4 cluster	Sign.*
Plenty of freetime	3,96	4,17	4,41	3,84	0,00
Social recognition	3,76	4,56	3,65	3,27	0,00
Environment and energy conscientious life	4,40	4,81	3,46	3,82	0,00
Self-fulfilment	3,81	4,89	4,32	3,53	0,00
Comfortable life	4,40	4,14	4,15	3,87	0,00
High standard of living	3,91	4,20	3,91	3,56	0,00
Personal and financial security	4,79	4,92	4,47	4,76	0,00
Personal freedom, independence	4,62	4,62	4,31	3,97	0,00
Family life	4,82	4,46	4,02	3,95	0,00
Health conscientiousness	4,73	4,82	3,69	4,45	0,00
To live thriftily	4,69	4,30	3,13	4,21	0,00
Enjoyable, leisurly life	3,43	4,13	4,67	3,26	0,00
Tradition	3,74	3,96	2,68	3,71	0,00
To work for the community	3,20	4,47	2,90	3,31	0,00
Good Apperance	4,40	4,84	4,00	3,87	0,00
To heve high level of education	3,46	4,81	4,12	3,74	0,00
To be interested in culture and arts	3,72	4,73	3,75	3,81	0,00
To live alternatively/not traditionally	2,55	3,75	2,78	3,02	0,00
Belongingness	4,83	4,84	4,17	3,34	0,00
Tru friendship	4,93	4,98	4,82	3,71	0,00
Valid N (listwise)					

* significance levels of the F test

The Safety Seekers (221 people, 35% of the sample)

This segment constitutes the largest cluster. Among preferred values, comfortable life and family life are of particular importance. As well, friendship and safety important to them and they tend to avoid prodigality, they are savers. Considering their emotional life, they are not extremely satisfied. Generally they have lots of troubles, being more concerned than the average. This segment consists of mostly middle-aged to older females, with family.

Their usual history of education: middle-level education (secondary school) or less (primary school only). With average personal incomes, they usually live in the countryside (small towns, villages). They do not purchase wine frequently, in fact quite rarely. They do wine purchases at supermarkets. Price and taste are important to them. As a rule, they purchase semi-sweet and sweet wines. Being big savers, also reflected in their wine purchase habits, they purchase wines in the price range of 200 to 600 Hungarian forints (1.50 to 4.50 Australian dollars) a bottle. They do not purchase expensive wines even when presenting it as a gift.

The Self-fulfillment Oriented (184 people, 29% of the sample)

In view of wine purchase and consumption, this is a more interesting segment representing people of self-actualization. Their value standard is sophisticated. Self-actualization and its recognition by the society are extremely important for them. They are highly educated. High living standard and good appearance are indispensable to them. They are interested also in cultural activities and arts. They are willing to act for the community and they appreciate such activities. Generally, they are happy, satisfied and open to the world, often having the feeling of joy. They describe themselves, as being interested wine-friends and amateur wine professionals for whom the information contained on the label is very important. They are eager to learn and long for culinary pleasures. They always want to know what meals require a certain type of wine and what is the proper way for the consumption of that wine. This group includes all those with higher educational background and higher personal incomes. They are typically middle-aged males living in Budapest or larger towns in Hungary.

Their purchase customs are versatile. Basically they purchase wine in supermarkets and hypermarkets, occasionally appearing patrons of wine boutiques. Sometimes they purchase directly from the producers, too. They usually observe the ratio quality/price. Their

purchase decision is influenced by a number of factors, such as quality, type (red wine or white wine), wine area, and professional recommendations. When they purchase wine for presenting it as a gift, both the label and the shape of bottle are of particular importance.

In this group price is considered to be a direct indicator for good quality. For personal consumption, people in this segment purchase wine in the price range 600 to 1200 Hungarian forints (4.50 to 9 Australian dollars) a bottle. When purchasing wine as a gift, they are willing to pay significantly more. This is particularly true for a non-Hungarian when they are ready to pay up to 4000 Hungarian forints (32 Australian dollars) a bottle. Usually, a birthday is the occasion to which they are willing to purchase high-priced wines.

The Hedonists (167 people, 26% of the sample)

The size of this cluster is almost as large as the one self-actualization cluster. Hedonist is the reference for those actually longing for an enjoyable pleasurable life. High standard of living and self-actualization are important to them. They look for pleasures, appreciating the free time necessary to this life style. They are open and responsive to novelties, always enjoy testing new things and anything having specialty. No wonder they mostly experience positive emotions with the feeling of joy and happiness. They like surprises. They consider themselves wine-friends of interest. Their demographical classification: generally young people with higher educational background and high personal incomes, living mostly as singles in Budapest.

Their purchase customs: large-scale purchasing possibilities will be considered when purchasing wine. Beside desire for novelties and specialties, they consider comfort an important point when selecting purchase location. In addition to supermarkets and wine boutiques they often purchase in non-stop retail outlets, generally in any shop on their way. Their needs are high and well articulated. Year of vintage, wine area and even the wine maker are of great significance to them. Equally, to what meals a particular wine is to be consumed. People in this segment generally prefer dry red wines.

In terms of wine consumption this group is considered one of perspective consumers. They have a number of „positive properties”. First, they are frequent wine purchasers. They do not deny themselves good wines and are ready to spend for their own consumption 1200 to 1500 Hungarian forints (9 to 12 Australian dollars) a bottle. Some present themselves with wines priced 3000 to 4000 Hungarian forints (24 to 30 Australian dollars) a bottle. When

purchasing wine for a gift, Christmas is the usual occasion and they then purchase wines priced 2000 to 3000 Hungarian forints (15 to 24 Australian dollars) a bottle.

In view of their purchase customs (purchase willingness), value standard (life rich in pleasures) and demographic properties (young, city people with high incomes), they can be considered as the true representatives of quality wine consumption. It is desirable that this segment would growth in the future.

The Indifferent people (62 people, 10% of the sample)

This is the smallest group of the sample. They are being indifferent concerning their interest in wine. Values such as safety and saving are important for them. Regarding the other values they are dismissive. From this point, they are opposing to the views such as social recognition, high-level education, independence and high living standard attributed to other segments including those for people of self-actualization and hedonists. Their emotional life is quite simple; they rarely experience sudden impulses of any positive feelings, being not too happy or satisfied. Shortly, they seem to have gotten tired of life.

Concerning wine consumption, they can be regarded non-professional and lay consumers. The demographic attributes of this segment are: rather old males with low-level educational background and low income, living in small towns in Hungary. They do purchases at producers or round-the-corner retail outlets rather than in hypermarkets. Almost half of them never purchase wine (they drink beer), the rest do it only occasionally. In their purchase decision strong price limits are considered. Neither taste nor quality is considered any particular factor of influencing. This is verified by their actual spending on wine: more than 200 Hungarian Hungarian forints (1.50 Australian dollars) a bottle is spent very seldom and any spending over 600 forints (4.50 Australian dollars) can be registered even less frequently. Their willingness toward spending is not influenced by the actual goal of purchase, as they do not spend more even if the wine is then presented as a gift. In view of the major properties attributed to this segment, an increase in their wine consumption can only happen if the prices of beer and spirits increase.

Conclusion and Implications

The findings of this study suggest that a wide range of factors are used by consumers as product cues, often as a proxy for brand. These include price, regions of origin, grape variety and style.

The selection and tasting exercise conducted as part of this study suggest that brand indicators – such as origin and grape variety- may often carry perceptions in the mind of consumers that prove incorrect upon tasting the wine. The key issue here for organizations in the wine industry is that, trail is of the utmost importance as is product positioning.

This study agrees with previous work in suggesting that one of the key selection criteria for wine purchasing is price, especially if there is no opportunity to taste the wine. It is suggested that this may partly be influenced by the level of product experience and knowledge that the individual consumer has.

The results suggest that the opportunity to try a brand during sales promotion is the most important during distribution. Wine producers, on the other hand, have to advertise their brand in order to improve brand awareness.

Based upon our results we suggest that consumers change their decision-making criterias depending on the occasion they buy the wine for. In the meantime, we have not found any significant information about what effect the place of purchase has on decision making.

It is quite obvious from the above that values are of great importance to the wine purchase decision process.

Our research defined four distinctive market segments. This provides wine producers and distributors with various opportunities for improving their marketing and marketing communication strategy. These segments are different not only in their value systems, but in the entire decision making process as well. Value based segmentation provided us with explanation why wine consumers' decision-making process is affected by the same factors. Marketing efforts should target these segments differently, based upon their value systems. There is a difference in how we address these segments, what do we focus on in our communication. We have to position the product differently, and we have to define our channels of distribution accordingly.

Wine buying like most consumer purchase, reflects deeper parts of the consumers' psyche. Understanding these connections will help the industry better position their products. More meaningful ads and brand images can be constructed that tap into the real reasons for choosing and consuming wine.

We found several questions during our research, which need further investigation. Among others these are the role of product features and product identifiers in context with values. The role of marketing communication in wine industry should also be further investigated, with special attention to how promotional events combined with wine tasting effect brand value. The concept of wine brand as well as communication of it also requires further investigation. It is not clear, that in case of different segments what kind of communication mix is the most effective integrated communication. Self-image of consumers also has effect on the wine purchase decision-making process, which is also still mostly unknown.

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Appendix 1. Rotated factor matrix

Rotated Component Matrix

	Component			
	Factor 1	Factor 2	Factor 3	Factor 4
High standard of living	0,769136	0,070212	0,1717	0,068965
Comfortable life	0,733791	-0,2163	0,296866	0,027516
Enjoyable and leisurly life	0,679643	0,269782	-0,01696	0,069484
Plenty of freetime	0,528218	0,238166	0,013767	0,104636
Personal freedom	0,473031	0,068482	0,228458	0,25884
High level of education	0,198657	0,733952	-0,14224	0,048155
Culture and arts	0,04125	0,705724	0,163825	0,081659
Work for the community	-0,0661	0,686004	0,280357	0,126035
Self-fulfilment	0,449037	0,539097	-0,26854	0,23993
To live alternatively	0,38431	0,505663	0,156481	-0,18915
Social recognition	0,407049	0,4256	0,084325	0,300407
Good apperance	0,238763	0,399969	0,395748	0,303222
To live thiftily	0,08653	-0,13056	0,78091	0,063467
Healthconcientiousness	-0,01263	0,153863	0,680334	0,238367
Tradition	0,165031	0,115007	0,647042	-0,01712
Environment concientiousness	0,216087	0,339807	0,550744	0,298952
Personal and financial security	0,410948	0,121021	0,454677	0,042577
True friendship	0,149245	0,110958	-0,03938	0,778923
Belonging somewhere	0,017932	0,248988	0,28698	0,685434
Family life	0,187451	-0,15898	0,353567	0,498716

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

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Rotation converged in 8 iterations.

Appendix 2.

Discrimination analysis with factors

•Classification Results

		Predicted Group Membership					
Total		Ward Method	1	2	3	4	
•Original	Count	1	190	29	0	2	221
•		2	6	167	11	0	184
•		3	19	11	136	1	167
•		4	10	5	1	46	62
•	%	1	86,0	13,1	,0	,9	100,0
•		2	3,3	90,8	6,0	,0	100,0
•		3	11,4	6,6	81,4	,6	100,0
•		4	16,1	8,1	1,6	74,2	100,0

•a 85,0% of original grouped cases correctly classified.

•

Canonical Discriminant Functions

