

## **Profiling the new wine consumers in Poland**

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### **Abstract**

**Purpose** - This paper investigates new wine consumers in Poland. Poland provides the context for this study because the country's wine culture is in a state of rapid change. This study investigates the extent to which demographics, values, and wine preferences relate to exploratory behavior.

**Design/methodology/approach** - Data obtained from 195 Polish wine consumers who responded to an online survey. Exploratory behavior was measured using the VARSEEK scale adapted to wine. Other measures used in the study included the Schwartz Value Inventory, frequency of consumption, price paid, place of purchase, wine knowledge and involvement, preferred wine style, available selections, and origin of wine.

**Findings** - The findings show that Polish wine consumers' level of exploratory behavior is not related to demographics, but is influenced by personal values. The consumers who were most likely to engage in exploratory behavior valued creativity, fun, and risk taking while those who were least likely valued behaving properly. Wine consumers exhibiting exploratory behavior had more global outlook as they were more likely purchase wine in other countries and desired more wines from regions outside Poland.

**Practical implications** - The findings are useful for wine marketers when developing strategies for wine consumers in transitional markets based on their unique needs and expectations.

**Originality** - This is the first known research conducted in Poland focusing on wine consumers' exploratory behavior and subsequent wine preferences.

**Keywords** - Wine, consumer behavior, variety-seeking, consumer segmentation Polish wine market