

Buying Wine Online or Offline: Some Determinants of Choice

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Abstract

Purpose: This paper aims at determining the reasons why customers prefer to buy wine online or offline, comprising both mobile-commerce (m-commerce) and e-commerce platforms. In particular, this research strives to understand effects of social influence and enjoyment on the intention to purchase wine from online and offline touchpoints. Moreover, the goal is to find out about the differences in the behavior of French, Austrian and English wine buyers.

Design/methodology/approach: To answer our research questions, data was collected through an online questionnaire. A theoretical model is suggested and tested by the use of SmartPLS3. Online and offline buyers are compared using multi-group analysis (MGA) technique. Wine buyers from different cultural groups are compared by the use of one-way ANOVA through SPSS 19.

Findings: To date no paper has examined the differences between shopping behavior in a retail store or on an e-commerce or m-commerce platforms taking into account the construct mentioned above. Hence, our contribution tries to bring to the fore preliminary results on wine shopping behavior and to reveal what drives consumers to make a decision in favor of buying wine online or offline.

Practical implications: The results show that fun and social influence affect intention to buy wine from offline touchpoint. Enjoyment strongly and significantly affects the intention to buy wine from online touchpoints. Austrian wine buyers differ from English and French buyers with respect to preference for offline touchpoint.

Key words: wine marketing, e-commerce, m-commerce, consumer behavior
