



# Global Wine Consumption Behavior: Narrative Review and Development of Global Framework

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## ABSTRACT

The purpose of this paper is to perform a narrative review of the state of academic research in wine consumer behavior and provide findings on global consumption behavior of wine. 178 academic articles spanning 15 years from 2009 through early 2024 were analyzed to identify thematic areas, findings on consumer behavior, and theories utilized to answer research questions, and develop a framework for global wine consumption behavior. The review finds that academic research on wine consumer behavior is rich and diverse, has decently strong theoretical backing but is skewed towards a narrow set of journals and countries and lacks an overarching theoretical framework particular to wine consumption to guide it. Research findings show significant similarities and differences in consumption behavior among and within countries as a result of a heterogeneity in wine choice based on heuristic decision making. The paper draws implications for practitioners, global segmentation and academic research.

**Keywords:** Wine Consumer Behavior, Wine Consumption, Global Wine Culture, Narrative Review

**JEL Classifications:** M16, M30, Z31

## 1. INTRODUCTION

There has been burgeoning academic research on wine global consumer behavior as appeal of branded wine increases globally. Wine is perceived as a technically, socially and psychologically complex product and its consumption behavior unique, compared to that of beer. It is a challenge for a typical consumer to select wine given the myriad of technical attributes (D'Alessandro and Pecotich, 2013). With popularity it is becoming a unique consumer cultural phenomenon that signifies modern, luxury, and sophistication (Wolf et al., 2016). This democratization coupled with technical complexity has made consumption decisions psychologically complex showing utilitarian, experiential and symbolic orientations (Charters and Pettigrew, 2008). A critical grasp of such global and evolving consumption behavior needs periodic reviews of academic literature. Such reviews in wine are not common (Weatherbee et al., 2019, p. 593). Carollo et al. (2022) review is the only one that reviews wine consumer behavior broadly. The review identifies thematic clusters but provides

a limited view into consumer purchasing behaviors, attitudes and preferences based only on forty six citing documents and concentrating mostly on organic and sustainability. All other reviews concentrate on niche areas such as retail purchase of wine (Lockshin and Corsi, 2012), sustainability in wine tourism (Nave et al., 2021), organic wine drivers (Maesano et al., 2021), wine tourism experience concept (Santos et al., 2019), wine tourism experience (Kotur, 2023), luxury wine consumption (Wright et al., 2023), and geographical cues (Giacomarra et al., 2020). This review contributes by providing a more broad based view of wine academic research based on an analysis of an extensive list of publications from a wide range of journals, a detailed and global picture of an evolving global phenomenon of wine consumption and extends the review into theory building by developing a framework of global wine consumer behavior.

Given the exploratory nature of the review its boundaries were kept broad. To formalize the review boundaries the following research questions would be explored:

- RQ1: What are the thematic areas that can categorize the advances and trends in global wine consumer behavior research?
- RQ2: What advances have been made in understanding global wine consumer behavior?
- RQ3: What are the advances made in global wine consumer behavior research in terms of theoretical developments?
- RQ4: Can the themes, research findings and theories be utilized to develop a broad conceptual framework of wine consumer behavior?

## 2. METHODOLOGY AND DATA

The analysis follows a combination of narrative review methods. The narrative review method will highlight the contribution of wine consumer behavior research through analytical synthesis of different aspects of a diverse set of research studies allowing objective patterns to evolve and new knowledge to develop (Tranfield et al., 2003; Vrontis and Christofi, 2019). It will also help analyze and consolidate research findings on consumer behavior of wine and to develop a broad conceptual framework particular to wine consumption (Tate et al., 2010; Weber, 1985). Together they help answer the four research questions.

Articles were searched between 2009 and 2024 on ABI Inform and Business Source Elite, two of the largest and commonly used databases in business research. Given the nature and objective of the review the search formula included a combination of a BOOLEAN list of 2 or 3 search words that included wine as the first term and for the second and third search terms included one or more of the following: consumer behavior, consumption, purchase, preferences, and perceptions. Articles were initially screened based on titles and reading of abstracts. Only empirical articles that studied consumption behavior of wine by analyzing primary or secondary consumer data were retained. Articles that investigated production aspects of wine, marketing and business strategies and ones that utilized wine makers or wine channel members as sample subjects or utilized secondary data from similar samples were rejected. Screened articles were carefully read through to determine further eligibility based on the research questions. The selection process ended with a final list of 178 articles. Each of these articles were read through thoroughly and data and information relevant to the review were categorized and uploaded on an excel sheet for analysis and consolidation.

The review presents information in the following sequence. The first section provides a descriptive analysis of selected publications. Section two answers RQ1 by highlighting and discussing common and unique themes that were identified based on collective analysis of research objectives of the selected papers. The third section provides a consolidated view of important consumer behavior findings from the articles and highlights underlying connections among countries answering RQ2. Section four highlights theoretical support in the articles to answer RQ2. The fifth section utilizes findings from the previous sections to develop a conceptual framework that is particular to wine consumption. The review ends by highlighting implications and suggesting future research areas.

### 2.1. Descriptive Analysis

#### 2.1.1. Journals

178 articles selected for the review were published in 56 journals and 12 proceedings of academic conferences, almost all of which were presented at those held by the Academy of Wine Business Research. A lion's share of the articles were published in just two journals: International Journal of Wine Business Research (32%) followed by British Food Journal (17%). There is a significant drop after this with the third place journal representing only 4% of the articles. The rest 47% of the articles were spread almost equally among the rest 54 journals, 38 of which were represented by only one article each and 7 by 2 articles each. Close to 25% of these are business, economics, management, and marketing journals and the rest 75% in niche interest areas.

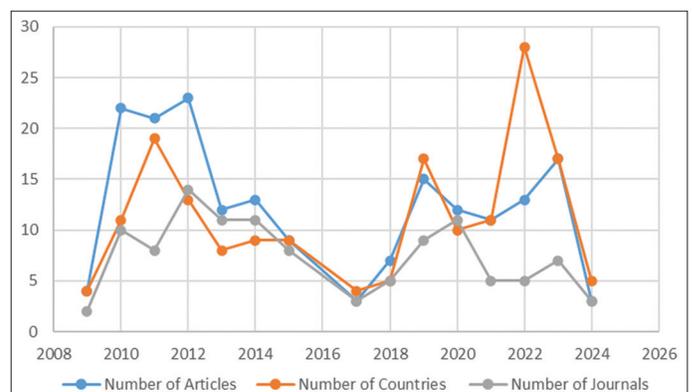
#### 2.1.2. Countries

The review articles collectively cover a total of 39 countries. Most studies are for single countries and only eight percent of the articles comparatively explored multiple countries. The top five countries covered in terms of frequency are the United States (41), Australia (31), Italy (21), France (19), and China (15). Following very closely are Germany (13), Spain (11) and UK (10). At the same time thirty countries were covered between 1 and 5 times only and 19 only 1-2 times in the review period. The spread of countries covered are narrower in the first 5 years (2009-2013) broadening up in the latter 10 years (2014-2024) that saw increasing coverage of countries not traditionally associated with dominant wine culture such as Turkey, India, Czech Republic and Korea to name a few, and decreasing coverage most notably of the US and to some extent Australia. Figure 1 below shows a comparative chart of alignment or lack thereof among articles, journals, and countries through the time period of publication. Whereas the number of articles peaked in the earlier part of the year of this period, the number of journals peaked in the latter part of the period. Though the number of countries followed a similar pattern as the other two through the middle of the observation period, this peaked in the last few years of the observed period.

- RQ1: Thematic areas.

One can make sense of wine research by starting with 4 broad thematic categories that include wine attributes, macro environmental forces, micro (consumer) characteristics, and

**Figure 1:** Comparative pattern of article, journal and country publications



consumption behaviors. Wine attributes become the focal point on which both environmental and consumer characteristics act to impact perceptions, preferences and create patterns of consumption behaviors. Different combinations of these 4 create a diverse range of research themes and sub themes.

The number of overarching themes that emerged from the selected papers are as follows: wine attributes (27), consumption behavior (17), consumer characteristics (33), and environmental forces (9). Each of these categories include research on multiple topics which can be considered as sub themes. Price, origin, label, brand and taste are the most commonly researched wine attributes. Some of the more common aspects explored are hedonic pricing, regional origin, organic labelling, label designs and heterogeneity in the impact of taste on choice. Collectively corporate social responsibility label attributes that include organic, sustainability, eco and ethics is also covered to a notable extent. The most common consumption behavior related sub themes that emerged are consumption reasons/motives, occasions/settings and locations. Demographics such as generation, gender, income and education, psychographics such as attitude, motivation, knowledge, involvement, and experience, and lifestyle based consumer orientations towards wine consumption (health, quality, utilitarian/hedonic, environmental/sustainability, novelty/variety, authenticity, status and socialization) are the most popular consumer characteristics sub themes researched. Macro environmental themes such as wine consumption culture and identity, and national/cultural identity was only covered in a small handful of articles. Table 1 below comprehensively lists the themes and sub themes.

- RQ2: Global consumer behavior of wine.

### 3. FINDINGS FROM RESEARCH

The consolidated findings from the papers will be presented under the major thematic areas discussed previously.

#### 3.1. Wine Attributes

Wine quality and consumption is perceived through its intrinsic and extrinsic attributes which together determine demand and choice. Taste of wine (Benjamin et al., 2017; Bernabéu et al., 2012; Capitello and Sirieux, 2019; Mehta and Bhanja, 2018; Sykalia et al., 2023; Valsaraj et al., 2022). Other intrinsic attributes such as type of wine [traditional (red, white, sparkling, rose, fortified), and new age (organic, sustainable, dealcoholized and natural)] (Charters et al., 2011; Filter and Pentz, 2023; Garcia et al.,

2013; Li et al., 2011; Teagle et al., 2010; Valsaraj et al., 2022; Vecchio et al., 2021) and alcohol content (Carew and Florkowski, 2010; Fountain and Lamb, 2011b) also drive consumption. The heterogeneity in taste has helped create a new attribute of wine style that combines type of wine, taste (e.g. sweet vs. dry), body (e.g. light vs. heavy), aroma, and alcohol content in different ways to impact choice (Blackman et al., 2010; Charters et al., 2011; Hristov and Kuhar, 2015; McCutcheon et al., 2009; Thach, 2012; Williamson et al., 2012).

Origin, brand, labels (including packaging), price, and grape variety are the top extrinsic wine attributes that have significant impacts on consumption across countries. Country of origin impacts by creating perceptions of other attributes such as type of wine, taste, price, and quality (Barber et al., 2021; Casolani et al., 2024; Corsi et al., 2011; Christian and Wang, 2022; Heslop et al., 2010; Garcia-De los Salmones et al., 2022; McCutcheon et al., 2009; Persuric et al., 2023). In selection of foreign vs. domestic wines, price, familiarity, or ethnocentrism based trust play key roles (Cacic et al., 2011; Deng and Woods, 2014; Mehta and Bhanja, 2018; Sykalia et al., 2023). Within some individual producer countries, region of origin can also be impactful because of higher awareness and exposure (Bernabéu et al., 2012; Casolani et al., 2024; Ferreira et al., 2019; Forbes, 2012; Persuric et al., 2023), but its effects are not universal (Vecchio et al., 2019) or global (Casolani et al., 2024) likely because of the impact of other attributes (Adinolfi et al., 2011).

Brand along with origin help consumers evaluate quality (Atkin and Thach, 2012) and minimize consumption risk (Van der Colff et al., 2019). In a 4 country study brand names (names and font) and origin together helped create multiple wine personalities such as competence, sincere, sophisticated, exciting, rugged and creative to generate attraction and impact willingness to pay (WTP) (Heslop et al., 2010). Situational consumption (high end wine events/formal dining) increase the impact of brand and origin compared to subjective attributes such as taste (Lewis et al., 2019; Nacka et al., 2019).

When explored separately packaging has been shown to have some impact on choice (Aqueveque, 2023; Cembalo et al., 2014; Chrysochou et al., 2012b). For example, Chinese consumers consider packaging important for gifting (Yang and Paladino, 2015) and environmentally conscious consumers prefer “green” packaging (Barber, 2010). Between front and back labels consumers want to see objective information on grape variety, origin, brand names, sensory information on taste, flavors,

**Table 1: Thematic categories and sub themes**

Wine attribute	Consumption behaviors	Consumer characteristics	Environmental factors
Taste	Consumption reasons	Income and education	Culture
Origin	Consumption occasions/settings	Gender	Wine consumption culture and norms
Brand	Consumption locations	Age/Generations	Identity: Cultural, regional
Labels	Wine tourism	Attitude	Ethnocentrism
Price	Gifting	Involvement	
Grape variety	Alternative wines: Natural, organic and dealcoholized	Knowledge	
Wine type		Experience	
Wine style		Motivation	
		Consumption orientations	

aromas, personality, and subjective description of brand history, food pairing, and for some segments, organic and sustainability certifications (Anchor and Lacinova, 2015; Atkin and Thach, 2012; Benjamin et al., 2017; Henley et al., 2011; Jarvis et al., 2010; Kelley et al., 2015; Mueller et al., 2010a; Mueller et al., 2010b). Impacts of back versus front label have been found to be different (Mueller et al., 2010a; Vecchio et al., 2021). To cater to popularity of wine consumption across segments and countries, traditional/typical labels are jostling space with more exotic types (Celhay and Passebois, 2011; Celhay and Trinquécoste, 2015; Corsi et al., 2011; Elliot and Barth, 2012; Sherman and Tuten, 2011). A study done across 15 EU countries found hedonic label cues enhance pleasure leading to overindulgence (Petit et al., 2022). Non-traditional descriptors such as organic, preservative free, bio-dynamic, sustainable, natural and dealcoholized have shown mixed impacts with significant positive impacts on taste and quality in some EU countries, US and Australia (Gassler et al., 2019; Macht et al., 2022; Mueller and Remaud, 2010; Simeone et al., 2023; Sogari et al., 2015; Wiedmann et al., 2012) because of a general positive attitude towards eco wines (Caliskan et al., 2021) but weak in others because of confusion (due to lack of awareness) about different designations, not desiring to see environmental information, or indifference towards environmentalism or organic wines (Gassler et al., 2019; Ghvanidze et al., 2019; Ginon et al., 2014; Loose and Remaud, 2013; Macht et al., 2022; Pomarici and Vecchio, 2013; Rahman et al., 2014; Schäufole et al., 2018; Sogari et al., 2015).

Price impacts choice across a broad range of countries (Basi et al., 2020; Aqueveque and Rodrigo, 2021; Camillo et al., 2024; Filter and Pentz, 2023; Ghvanidze et al., 2019; Gunay and Baker, 2011; Konig et al., 2022; Mehta and Bhanja, 2018; Pestar et al., 2018; Pickering and Kemp, 2024; Ritchie, 2011). It interacts with and reflects taste, origin, brand, vintage, grape variety, type of wine, ratings, alcohol levels, packaging, label, organic and sustainability attributes to indicate quality (Barber et al., 2021; Carew and Florkowski, 2010; Cembalo et al., 2014; D'Alessandro and Pecotich, 2013; Delmas and Grant, 2014; Mann, et al., 2012; Mueller et al., 2010b; Heslop et al., 2010; Olsen et al., 2012; Simeone et al., 2023; Sykalia et al., 2023; Wiedmann et al., 2012). This leads to similar and different price-quality perceptions across countries and segments affecting WTP (Aqueveque and Rodrigo, 2021; Cuellar et al., 2010; Fedoseev et al., 2023; Jovanović et al., 2017; Muhammad et al., 2013; Simeone et al., 2023; Velikova et al., 2015). For example, consumers in multiple countries expect rose wines to be less expensive than reds and are willing to pay higher prices for brands from the old world (Charters et al., 2011; Velikova et al., 2015). Price impacts also vary with consumption occasions (Xu and Zeng, 2014). Price is important (along with awards) for average but not for high end wine events (where brand, origin and vintage are more important) (Corsi et al., 2012; Nacka et al., 2019). Chinese and UK consumers are willing to pay higher price for old world reds when gifting (Ritchie, 2011; Yu et al., 2009).

Across countries grape variety is considered important for involved consumers higher in subjective knowledge (Anchor and Lacinova, 2015; Fountain and Lamb, 2011b; Hirche and Bruwer, 2014;

Hristov and Kuhar, 2015; Jaeger et al., 2010). Its importance however has been shown to be mixed and segment specific (Corsi et al., 2012; Ghvanidze et al., 2019; Liu et al., 2014; Mueller and Szolnoki, 2010). For example, grape variety is considered important only by older consumers in Lebanon (Koksai, 2019), and only by men in Portugal (Ferreira et al., 2019; Gonçalves et al., 2020). Conflicting results have been found in the US (Chrysochou et al., 2012b; Wolf et al., 2022). In South Africa many consumers hedge the risk of consumption by sticking to a “safe” Sauvignon Blanc variety (Van der Colff et al., 2019).

### 3.2. Consumption Behavior: Patterns and Trends

Across countries wine is consumed for different reasons and occasions, and at different locations (Agnoli et al., 2011). Top motives for consuming wine show strong similarities across countries. These are taste, relaxation, socialization, knowledge, status (to impress others) and health (Somogyi et al., 2011). Other cited reasons some of which are related include, indulgence, enjoyment, mood enhancement, stimulation, celebration, achievement, ritual, saving face and complementing food (Anchor and Lacinova, 2015; Camillo, 2012; Castro et al., 2019; Choi et al., 2023; Gutan et al., 2023; Lu et al., 2019; Mann et al., 2012; Melo et al., 2010; Persuric et al., 2023; Qing et al., 2015; Sharma et al., 2020; Thach, 2012; Wiedmann et al., 2014). Consumption motives are many times tied to occasion and location. Wine is consumed both with and without food (Thach, 2012). It is consumed at home or at a friend's place, as part of an elegant dinner, and in multiple public venues (restaurant, bars, pubs, parties, wine tasting events, and wineries) (Li et al., 2011). It is also increasingly purchased as a gift (Camillo, 2012; Heslop et al., 2010; Teagle et al., 2010). As the wine consumption culture takes firmer roots in countries, frequency of consumption, and amount spent increase in many segments (Fountain and Lamb, 2011a; Melo et al., 2010; Ritchie, 2011), along with a trend towards purchase of local wines, specific brands, desires for specific types of label information (e.g. organic), and towards wine tourism.

An evolving consumption trend is that of wine tourism. Wine tourism creates a broader experiential appeal beyond just wine tasting by including travel, exposure to the natural environment and knowledge attainment (Bruwer and Rueger-Muck, 2018; Yue et al., 2019). The concept of winescape encapsulates the wine tourism experience. It is characterized by dimensions of taste (of terroir), knowledge, estate diversity, landscape beauty, local atmosphere and insight, service, and social interaction (Cifci et al., 2023; Gutan et al., 2023; Napolitano et al., 2022) and most recently sustainability (Barber et al., 2010). Past experience, regular wine consumption, gifting, involvement, interest in origin, and brand love tend to impact engagement with wine tourism (Dias et al., 2023; Famularo et al., 2010; Wu and Liang, 2020; Gastaldello et al., 2023; Gutan et al., 2023; Yue et al., 2019). Another evolving niched trend is that of consuming organic, natural and dealcoholized wines. Higher wine consumption frequency, an involvement in natural products, health, hedonism, sustainability and social issues are motivators though taste and price still make a difference (Filter and Pentz, 2023; Fabrizzi et al., 2023; Vecchio et al., 2021).

### 3.3. Moderating Factors: Environment and Consumer Characteristics

The review shows that global wine attribute choice is moderated by a combined impact of consumer characteristics and country environmental factors ((Reinas-Lara et al., 2023). Culture based characteristics such as the wine consumption culture, degree of nationalism, ethnic and regional identity, and the image held of wine producing countries create value perceptions that have dimensions of emotional-social, quality-price and terroir, impacting consumption of local, regional and foreign wines (Nguyen-Hau et al., 2013). The Chinese publicly show preference for French reds and for gifting but in private prefer to consume Chinese red wines (Christian and Wang, 2022; Li et al., 2011; Yang and Paladino, 2015). In multiple collectivist or developing countries with an evolving wine culture, consumers due to lower knowledge consumers tend to look up to established old world wines (Muhammad et al., 2013) and women perceive wine consumption as modern and emancipating from traditional roles (Lee et al., 2019). The increasing importation of wine consumption culture into developing countries has transformed perception and identity surrounding wine consumption in terms of bodily sensations, health, accessible luxury, status, female drinking and social sustainability (Yang, 2023).

Within the umbrella of culture, choice is significantly impacted by perception of, attitude towards and motivation for wine consumption, which in turn are influenced by assessment of risk/value, involvement, knowledge (Pentz and Forrester, 2020; Taylor et al., 2018), demographic (Bernabéu et al., 2012; De-Magistris et al., 2014; Rodriguez-Donate et al., 2021), and wine related lifestyle (Kelkar, 2023). The technically and socially complex nature of wine consumption raises personal, emotional and social risks. Perception of wine and motivation to consume depends upon balancing risks and benefits resulting in specific consumption value orientations and motives that include, hedonism, novelty, status, health, quality, socialization, authenticity, eco and simply utilitarianistic (Barber et al., 2021; Basi et al., 2020; Choi et al., 2023; Christian and Wang, 2022; Cohen et al., 2009; Compes et al., 2022; Fabrizzi et al., 2021; Garcia et al., 2013; Ghvanidze et al., 2019; Hlédik and Harsanyi, 2019; Mann et al., 2012; Napolitano et al., 2022; Olsen et al., 2012; Wiedmann et al., 2014). Attitude has been shown to be a crucial mediator and moderator in this initial development of value based orientation (Barber et al., 2021; De Toni et al., 2022; Lu et al., 2019; Macht et al., 2022). As wine becomes the beverage of choice, involvement and knowledge gathered from different information sources overtime dictate consumption patterns and preferences for specific attribute sets. More involved and knowledgeable consumers engage more broadly with the wine lifestyle (Bruwer and Huang, 2012; Bruwer et al., 2014; Hammond et al., 2014; Jaeger et al., 2010; Wu and Liang, 2021), use more cognitive and emotional processing of particular attributes such as overarching quality, taste, grapes, origin, brand, vintage, professional ratings, awards and give less importance to price (Calvo-porrál et al., 2019; Fountain and Lamb, 2011b; Hirche and Bruwer, 2014; Koksál and Seyedimany, 2023; Pagan et al., 2021; Pickering and Kemp, 2024; Rihn et al., 2023; Viot, 2012). For example, in Brazil where wine consumption culture is less established low involved consumers cognitively

process Brazilian wines but end up preferring French wines but high involvement consumers simply engage in processing of origin with no singular impact on preference (Pagan et al., 2021). With increasing experience, both sensory attitude towards wine and approach to quality change (McCutcheon et al., 2009; Melo et al., 2010) and consumption becomes more conscious taking on symbolic meanings (De Toni et al., 2022). Origin is evaluated more granularly to determine quality within price ranges (Celhay and Trinquécoste, 2014; Mueller et al., 2010a), self opinion and typical label information are utilized more than expert ratings or WOM (Aqueveque and Rodrigo, 2021; King et al., 2012; Palma et al., 2013; Ribiero et al., 2020), and a higher concern for purchase for both consumption and gift giving is exhibited (Camillo, 2012; Qing et al., 2015; Ritchie, 2011).

Demographics (age and gender) moderate some of the above behavior. Across countries compared to the younger, older consumers tend to consistently have a higher perception of wine (Charters et al., 2011; Garcia et al., 2013; Mueller et al., 2011; Ritchie and Valentin, 2011), are more involved and possess more objective knowledge (Atkin and Thach, 2012; Baumann et al., 2020; Garcia et al., 2013; Teagle et al., 2010). Older consumers also put more importance on taste, origin and grape variety over promotion and brand (Koksál, 2019; Mehta and Bhanja, 2018), hold stronger preferences for typical label design and information (Celhay and Trinquécoste, 2014), and exhibit a more conscious, ritualistic and personal (hedonic and/or utilitarian) reason for consumption such as health, knowledge and mood enhancer (Gunay and Baker, 2011; Kruger and Viljoen, 2022; Melo et al., 2010). Younger consumers on the other hand consider wine consumption as a symbolic experience tied to experimentation and enjoyment but also to sustainability (Gazzola et al., 2022; Kruger and Viljoen, 2022). Older tend to spend more overall and younger more per bottle (Montgomery and Bruwer, 2013). Men tend to approach wine consumption for hedonism and knowledge attainment appreciating more the aged character of old world red wines but for women it is more about fruity white wines, context and company (Bruwer et al., 2012; Choi et al., 2023; Ferriera et al., 2019; Ritchie, 2011; Thach, 2012). Men place more importance on origin, the back label and professional ratings whereas women on taste and the front label (Forbes, 2012; Marques and Guia, 2018; Rihn et al., 2023).

The complexity in moderating impacts of country and consumer factors is highlighted by a few cross country studies. In a 19 country study both significant similarities and differences within and across countries emerged. Similarities were found on choice of wine attributes such as taste, wine type (rose), orientations, origin and brand personality perceptions, motivations, involvement, consumption frequencies, occasion appropriateness and in moderating impacts of gender and recommendations. Differences emerged surrounding primary choice attribute, origin perceptions, involvement, knowledge, purchase locations, consumption, and WTP and in impact of gender (Abel et al., 2022; Benjamin et al., 2017; Capitello and Sirieux, 2019; Cohen et al., 2009; Corsi et al., 2011; Forbes, 2012; Heslop et al., 2010; Ritchie and Valentin, 2011; Velikova et al., 2015). A common prevalence of dual hedonic and health orientations dominated by pleasure based consumption

and overconsumption was found across 15 EU countries (Petit et al., 2022), a similar hedonic and sustainability orientations and involvement in natural wine consumption in Italy and Spain (Vecchio et al., 2021) and different corporate social responsibility and organic orientations among US, Canada, France and Germany (Loose and Remaud, 2013). Teagle et al. (2010) found similarities in perceptions among millennials across Australia, UK, US, France but differences in preferences for wine type, involvement, knowledge, consumption frequencies, purchase locations, and WTP between generations from the same countries. On the other hand, stronger impact of country differences on consumption regarding involvement, environmentalism, local wine orientations

and sales channel usage, were found among millennials in US, Canada, UK, France and Germany despite significant within generation similarities in personal values (Mueller et al., 2011). Table 2 below provides a summary of the major aspects and determinants of global consumer behavior of wine.

- RQ3: Theories.

### 3.4. Theory Support

The theories utilized in the articles collectively enhance our understanding of global wine consumer behavior. 57 specific theories were utilized to explain aspects of global wine consumer

**Table 2: Summary of wine consumer behavior and impact factors**

Thematic categories	Major findings
Wine Attributes	<ul style="list-style-type: none"> <li>• Both intrinsic and extrinsic attributes collectively impact choice</li> <li>• Consumers commonly consider these together ascribing varying levels of importance.</li> <li>• Taste is the strongest single intrinsic attribute predictor of choice</li> <li>• Wine Style: An increasingly popular composite attribute that includes taste, wine type, body, aroma, and alcohol content to cater to inherent subjectivity and heterogeneity in taste</li> <li>• Country of Origin: Creates perception of quality and taste</li> <li>• Brand: Creates personality impacting attractiveness and WTP</li> <li>• Labelling: <ul style="list-style-type: none"> <li>• Both objective information (e.g. grape variety) and subjective information (flavor profile) are impactful</li> <li>• Front versus back labels: different impacts</li> <li>• Increase in non-traditional label design</li> <li>• Non traditional descriptors (organic, natural, sustainable) show mixed impacts</li> </ul> </li> <li>• Price: Reflects all other attributes to differentially impact price-quality perceptions tied many times to occasion of consumption</li> <li>• Grape Variety: Mixed and segment specific impacts. Important for knowledgeable consumers</li> </ul>
Consumption Behavior	<ul style="list-style-type: none"> <li>• Growing and evolving consumption culture of wine across countries characterized by democratization, increased frequency in some segments and desire for local wines, specific brands and label information</li> <li>• Cross country studies identify both significant differences and similarities in consumption</li> <li>• There is significant heterogeneity in wine choice across and within countries indicating collective impact of multiple country and individual characteristics and heuristics based decision making</li> <li>• Generally strong hedonic (vs. utilitarian) consumption orientations</li> <li>• Significant similarities across countries in major motivations to consume</li> <li>• Top Global Motives: taste, relaxation, socialization, knowledge, status, and health</li> <li>• Motives tied to location and occasion of consumption</li> <li>• Wine is consumed across diverse locations and occasions</li> <li>• Increasing consumption of wine as part of tourism: characterized by the multi-dimensional Winescape</li> <li>• Alternative consumption trend in some segments: Organic, natural, and dealcoholized wines</li> </ul>
Consumer Characteristics	<p>Collective impact of psychographic, demographic and consumption orientation factors</p> <p>Psychographics and Wine Lifestyle</p> <ul style="list-style-type: none"> <li>• Perception, Attitude and Motivation play key role in choice</li> <li>• Evaluation of consumption is moderated by assessment of risk/value, involvement, knowledge and experience</li> <li>• Involved and knowledgeable consumers engage in deliberate cognitive and emotional processing of specific attributes at the expense of price</li> <li>• Experienced consumers assess origin based quality more granularly within a price range and exhibit conscious consumption.</li> </ul> <p>Demographics</p> <ul style="list-style-type: none"> <li>• Generation and age: <ul style="list-style-type: none"> <li>• Older consumers have higher perception, are more involved and knowledgeable</li> <li>• Older consumers: Conscious and ritualistic</li> <li>• Younger consumers: Symbolic tied to enjoyment and experimentation.</li> </ul> </li> <li>• Gender: <ul style="list-style-type: none"> <li>• Men consume primarily red wines for hedonism and knowledge placing more importance on origin</li> <li>• Women consume primarily fruity white wines for socialization placing more importance on taste.</li> </ul> </li> </ul>
Environmental Factors	<p>A combination of multiple environmental factors impact perceptions based on emotions, societal values, quality, price and terroir</p> <ul style="list-style-type: none"> <li>• Wine consumption culture</li> <li>• National culture</li> <li>• Degree of nationalism</li> <li>• Regional and ethnic identity</li> <li>• Image of origin country of wine.</li> </ul>

behavior. At the same time only close to 40% of the articles clearly supported their studies by connecting to specific theories and 50% did not. About 13% provided discussion of theoretical constructs related to the thematic area without referencing or discussing specific theories.

The theories collectively target behavior and mental (cognitive, affective) processes to explain why consumers decide to consume wine, and once they have decided to consume wine, how evaluation and choice of attributes happen ending in specific consumption behaviors. The theory of planned behavior (TPB) and means-end-chain (MEC) theory were most commonly utilized. Generation cohort theory, general Involvement theories, motivation theories, hedonic price theory were also invoked by multiple articles.

Table 3 below lists all the individual theories utilized in the articles aligned with the articles they were utilized in.

- RQ4: Development of a theoretical framework for global wine consumption.

The complexity and evolving nature of global wine consumer behavior coupled with the richness and diversity in wine consumer behavior academic research, begs an overarching theoretical advancement of the consumption phenomenon. The articles collectively showcase the support of wide ranging consumer behavior theories that when collectively conceptualized provide a view into the broad nature of wine consumption behavior and the relationships among its different facets. However, usage of so many different theories across articles complicates the applicability of research findings to a comprehensive theoretical advancement of the research discipline. To increase the generalizability of research conclusions and conceptually enhance the comprehension of wine behavior it is important to bring wine consumption behavior under an overarching framework. The Theory of Planned Behavior (Ajzen, 1991) and Means-End-Chain (MEC) model (Olson and Reynolds, 2001) were most commonly utilized within the set of selected articles. Despite their explanatory powers, researchers have cited limitations of each. TPB has been criticized for failing to incorporate global cognitive influences on attitude, norms and behavioral control (Hagger et al., 2002). Some researchers have pointed out the output only and one-sided nature of MEC (Borgardt, 2020). To overcome these concerns and add to the theoretical underpinnings of wine consumer behavior the author has utilized Self-Determination Theory (SDT) in conjunction with TPB and MEC to develop a global wine consumption framework (Deci and Ryan, 2000). SDT is about extrinsic and intrinsic motivations and goals. Wine consumption is critically dependent on motive oriented goals. Research has also recommended usage of SDT to explain behavior (Gilal et al., 2019). SDT is a “macro-theory of motivation, emotion, and personality in social contexts” (Gilal et al., 2019, p. 31). It comprises six sub-theories. These are: (1) cognitive evaluation theory (CET) deals with social contexts behind intrinsic motivations, (2) organismic integration theory (OIT) explains extrinsic motivations in terms of rewards, goals,

self-worth, and self-identity, (3) causality orientation theory (COT) deals with differences in global motivation orientations, (4) basic psychological needs theory (BPNT) focuses on autonomy, competence and relatedness needs for wellbeing, (5) Goal content theory (GCT) distinguishes between intrinsic and extrinsic goals, and (6) Relationship motivation theory (RMT) argues the importance of personal relationships and social relations for wellbeing and satisfaction.

The review findings show that wine attributes drive choice for different consumption behaviors resulting overtime in outcomes such as experience, loyalty, continuing consumption and engaging in word of mouth. The path from attributes to choice is complex and detailed, impacted by a host of psychological and societal forces both cognitive and emotional. TPB states that attitudes towards wine consumption, social norms for it, and perception of the ability to have control over the behavior would determine behavior. MEC further explains that it is perception of wine attributes and their evaluation in the context of desired consumption benefits and value states that help develop attitude which then leads to behavior. SDT fills in the gap between attitude and behavior by highlighting the crucial role that motivation plays between attitude and behavior, its impact on consumption goals, and the impacts of overarching personal value based needs and cultural aspects such as wine consumption culture and social contexts of consumption, on attitude and motivation.

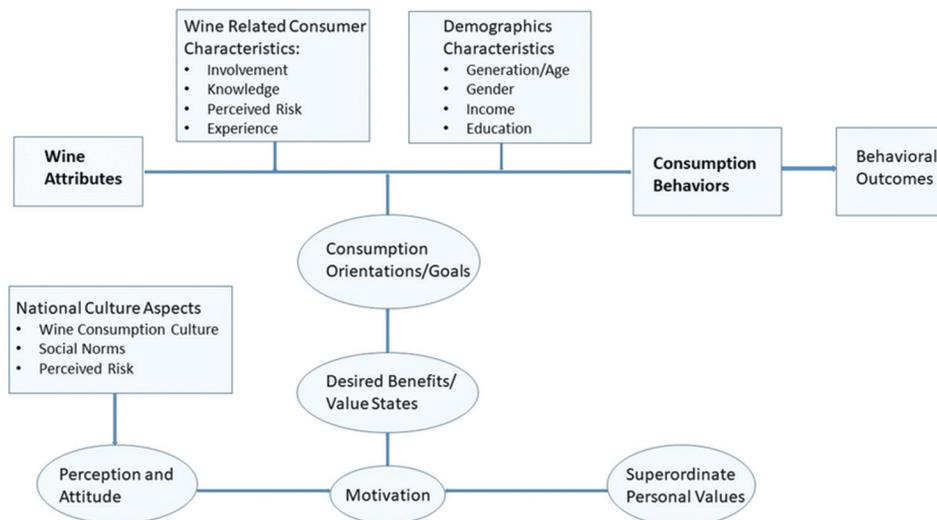
According to TPB and MEC, whether to drink wine or not starts with perception of wine consumption and development of a corresponding attitude. Review findings on development of perception and attitude can be explained by BPNT, CET and TPB theories which together stress the combined impact of the state of the wine consumption culture in a country, personal values and social norms that guide consumption, as well as the culture based perceived risk and control in consumption. Given the evolving nature of wine consumption culture worldwide this would likely vary from country to country and be more dynamic in many developing countries and where historically wine consumption has not been part of the culture. As per the review and supported by SDT, attitude consequently helps develop motivation surrounding drinking wine. This according to COT should show heterogeneity across individuals not only in a country but also across countries given the impact of both society and personal values on perception and attitude. According to review findings and supported by SDT motivation is the underlying glue that ultimately impacts behavior through consumption goals and orientations. According to OIT, CET and RMT sub theories of SDT, intrinsic, extrinsic and relational aspects of motivation impact development of consumption goals/motives and specific consumption orientations such as sustainability, health, pleasure, socialization based on benefits and value states the consumer is looking to achieve. Motivation has also been shown to influence subsequent involvement in wine consumption, development of knowledge and a reorientation of perceived risk. Wine is a socially complex product so the impact of wine consumption culture, social norms and socially perceived behavioral control

**Table 3: List of theories and citations**

Theory	Citations
Assimilation/Contrast Theory	Vecchio et al., 2019
Attribution Theory	Heslop et al., 2010
Authenticity Concept	Barber et al., 2021; Cifci et al., 2023
Brand Personality Theory	Elliot and Barth, 2012
Classical attribute choice model	Cohen et al., 2009
Cognitive-Affective-Normative (CAN) model of innovation acceptance	Reinas-Lara et al., 2023
Consumer decision making process/model: social, ethical, environmental consciousness	Sherman and Tuten, 2011
Consumer quality perception process model	Macht et al., 2022
Cue Consistency Theory	Acqueveque and Rodrigo, 2020
Cue Utilization Theory	Simeone et al., 2023; Valsaraj et al., 2022;
Customer Perceived Value Framework	Wiedmann et al., 2014
Destination Choice Theory	Bruwer and Lessachaeve, 2012
Discrete Choice Theory	Lockshin and Cohen, 2011
Expectancy Value Theory	Melo et al., 2010
Gender Based Theory	Barber et al., 2010; Marques and Guia, 2018
General Involvement theories	Koksal and Seyedimany, 2023; Montgomery and Bruwer, 2013; Rahman et al., 2014
Generation Subculture/Generation cohort theory	Baumann et al., 2020; Fountain and lamb, 2011a; Koksal, 2019; Kruger and Viljoen, 2022
Hedonic Asymmetry Theory	Calvo-porrall et al., 2019
Hedonic Price Approach/model	Carew and Florkowski, 2010
Incentive Sensitization Theory	Petit et al., 2022
Information Processing Theories	Garcia-De los Salmones, et al., 2022
Information Search Bounded Rationality	Garcia-De los Salmones, et al., 2022
Life Stage Theory	Mueller et al., 2011
Means End Chain	Castro et al., 2019; Rahman et al., 2014
Motivation Theories: socio-psychological, interactionist, and social conformity approaches	Bruwer and Rueger-Muck, 2013
Motivational Affect Theory	Marques and Guia, 2018
Non-cognitive (heuristics) Consumer Decision Making	Lockshin and Cohen, 2011; Gassler et al., 2019
Novelty Preference Theory	Celhay and Passebois, 2011; Celhay and Trinquencoste, 2015
OSL Theory: Variety Seeking	Barber et al., 2021; Basi et al., 2020
Perceptual Bias Theory	Petit et al., 2022
Perceived Risk Models: Basic, Complex, and multi-attribute	Baumann et al., 2020
Random Utility Model	Compes et al., 2022
Selectivity Model	Marques and Guia, 2018
Service scape model	Bruwer and Lessachaeve, 2012
Services marketing Theory	Hammond et al., 2013
Social Exchange Theory	Cifci et al., 2023
Social Identity Theory	Pestar et al., 2018
The Central Nucleus Theory	Lorey, 2021
Theory of Associative Networks	Garcia-De los Salmones, et al., 2022
Theories of Emotions in Experience: Identity, liberation	Lu et al., 2019
Theory of Cognitive Categories and Typicality Judgement	Celhay and Passebois, 2011; Celhay and Trinquencoste, 2015
Theory of Mere Exposure	Celhay and Passebois, 2011; Celhay and Trinquencoste, 2015
Theory of Preference for the Prototype	Celhay and Passebois, 2011; Celhay and Trinquencoste, 2015
Theory of Omnivore Paradox	Yang, 2023
Theory of Planned Behavior/Theory of Reasoned Action	Caliskan et al., 2021; Christian and Wang, 2022 ; De Toni et al., 2022; Olsen et al., 2012; Reinas-Lara et al., 2023; Sharma, et al., 2020; Velikova et al., 2015; Yang and Paladino, 2015
“Theory of Social Representations	Lorey, 2021
Theory of Subjective Knowledge	Marques and Guia, 2018
Theory of Visual Codes	Celhay and Passebois, 2011; Celhay and Trinquencoste, 2015
Triadic Paradigm of Wine Consumption motivation	Christian and Wang, 2022
Veblen Effect Theory: price signal	Simeone et al., 2023
Winescape Model: Macro and Micro	Napolitano et al., 2022

and risk should be pervasive, guiding the consumer to moderate levels of typicality and atypicality in consumption choices. This may overtime change with changing demographics, and

levels of involvement and knowledge. Figure 2 below illustrates these relationships in a global framework of wine consumption behavior.

**Figure 2:** Global framework of wine consumption behavior

## 4. CONCLUSION

This narrative review highlights the state of the academic research on wine consumer behavior, provides a broad and detailed account of global wine consumer behavior and a theoretical framework to explain it. Wine consumer behavior academic research is rich and diverse in its scope. At the same time there is a significant skewness in journals that illustrates a niched and tight knit nature of academic publication venues. There is also a significant skewness in countries covered signifying the extent of dominance of wine culture and consumption although in recent years there has been an increasing spread of countries under investigation. Multi-country studies provide a more granular and nuanced view into global behavior but there are few. Some trends in frequency of the coverage of themes and sub themes emerged over the period of publications of the articles. Whereas labelling, generations, involvement, usage of information sources, and segmentation were consistently covered, perceived risk and knowledge emerged more frequently before 2017 and organic claims, gender, wine tourism, more frequently after 2017. Overall a significant percentage of papers were higher quality collectively utilizing many different consumer behavior theories and rigorous research methods and quantitative analysis. Even though a smaller set of articles utilized methods of DCE and BWS both are seen as most suitable for wine consumer research and recommended.

Consumer behavior findings from the papers indicate a globalization, democratization and broadening of wine culture and consumption. Taste has been found to be a defining intrinsic attribute across countries but extrinsic attributes make wine more concrete and collectively have a larger impact on choice across countries, irrespective of consumption reasons, occasions and locations (Chamorro et al., 2021; Lewis et al., 2019; Nacka et al., 2019). Consumers commonly consider these together ascribing varying levels of importance. Brand and origin help evaluate quality and labelling and packaging together describe the wine and enhance the impacts of brand and origin. At the same time price is the most or one of the most important extrinsic attributes interacting with other extrinsic attributes to signal quality.

Consumption trends and patterns have increasingly broadened and become complex over time with a plethora of reasons, occasions and locations for consuming wine and the rise of organic, eco and dealcoholized wines and the experience of wine tourism in niche segments. The attraction for these for now seem to be limited but would likely be democratized over time. The breadth of wine consumption is moderated by a combination of culture and consumer characteristics. Culture and economy determine a country's wine consumption culture which interacts with demographics and psychographics at individual levels to impact perception and choice. The review clearly brings up heterogeneity in global wine consumer behavior. 21 studies across 14 countries found significant heterogeneity in consumption (Adalja et al., 2021; Chamorro et al., 2021; Kuzmanovic and Makajic-Nikolic, 2020; Nemcova and Stankova, 2019; Rodriguez-Donate et al., 2021). Consumers make consumption decisions by integratively considering both intrinsic and extrinsic attributes. The large number of attributes at play, the technical and social complexity of wine choice, and the broadening of consumption force consumers to utilize heuristics to overcome this difficulty in decision making (Goncalves et al., 2020). This would create interactions and trade-offs among attributes resulting in different desirable combinations with different degrees of uniformity or lack thereof both across countries and across segments in any one country (Valsaraj et al., 2022). The personal nature of taste should further increase heterogeneity in this choice process and over time change the kind of heuristics used (Lorey, 2021; Melo et al., 2010; Muller and Remaud, 2010). This indicates similarities and differences at the segment level both within countries and across countries.

### 4.1. Implications

This review has implications for both wine marketing operations and wine consumer behavior research. The significant heterogeneity in choice that exist globally at the individual consumer level would likely increase over time with increasing consumption of wine. At the same time the spread of the global wine culture across countries and findings from cross country studies together indicate there will likely be increasing similarities in consumption across countries at the level of segments. Global, regional and domestic

wine makers have to find a way to manage the challenge presented by the former and take advantage of the opportunities presented by the latter. Wine marketers will need to start by engaging in market research and effective segmentation to make sure they understand how consumers are meaningfully similar and different both within and across countries. Targeting specific consumer segments and positioning and promoting the wine in ways that align with a segment's attribute preferences and consumption orientations would increase the appeal. Based on the findings, wine marketers need to both objectively and subjectively promote an attractive combination of taste, origin and brand story presented through labels, support this with prices that align with consumption orientations, and highlight consumption motives tied to occasions and locations. Based on the findings that preferences and trends for packaging, labelling and branding are undergoing changes, innovation in these areas should help create a differentiated appeal.

The review provides a consolidated knowledge base to future researchers on global consumer behavior of wine. As such it should be a helpful foundation for future cross country research on wine. Utilization of the conceptual framework in future research should help in explaining and generalizing findings in different aspects of consumer behavior.

The review also provides some guidance for future research directions for wine consumer behavior. Future research should further investigate both heterogeneity in wine consumption and segment based similarities across countries by including more multi-country studies. Researchers should also undertake studies of how wine consumption in countries, both relatively new and established in wine consumption, is evolving. Additionally future research in the following areas should help academia understand both the broadening of global wine consumption and its evolving niches. (1) Experiences cape of wine consumption, (2) consumption of natural and dealcoholized wines, (3) impact of eco, environmental and Corporate Social Responsibility (CSR) claims and certifications on choice, and (4) impact of COO of countries with fledgling wine production industries.

#### 4.2. Limitations

The choice of 178 articles though an absolute high number and representative of academic research can be seen as providing a small but meaningful view given the richness and diversity of wine academic research publications. Also the author has only used ABI Inform and Business Source Elite as databases and have not included articles contained in Scopus and other large databases which are also important.

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