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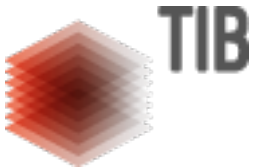
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Customer value perception: cross-generational preferences for wine

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Abstract

Purpose – A deeper understanding of the key drivers of consumer wine perception is a major challenge in the domain of wine marketing. The purpose of this paper is to examine the various dimensions of customer-perceived value that lead the customers – in general and divided into different age groups – to choose and consume a certain wine.

Design/methodology/approach – In the exploratory study context of examining value-related consumer attitudes and behavioural effects, the drivers and outcomes of wine consumption based on a cross-generation sample, PLS path modelling was considered for the empirical tests of our hypotheses.

Findings – Though there exist differences between Generation X and Generation Y consumers, the empirical results are supportive of the hypothesized positive relations between financial, functional, individual and social perceptions that influence the desire for and the consumption of wine.

Research limitations/implications – For future research, the findings presented in the paper support the importance of enlarging the size of the sample and collecting data in different countries to compare the results on an international level.

Practical implications – Successful wine marketing strategies should focus on the customer's subjective expectations and individual value perceptions by addressing the specific value aspects that are highly relevant for consumer loyalty.

Originality/value – The study results are valuable for researchers, managers and marketers because they address the question of how to measure and forecast the perceived value with the greatest influence on consumers' wine choices.

Keywords Involvement, Consumer behaviour, Generation Y, Consumer perceptions, Wine marketing, Generation X

Paper type Research paper

Introduction

The French term “*terroir*” seems to reflect, like no other, the highly complex nature of wine as a product (Parr *et al.*, 2011). Loosely translated, *terroir* refers to a relatively small geographical region whose soil and microclimate influences a wine's characteristics in a way that, even within the same area, wines of different types might be produced (Barham, 2003; Balestrini and Gamble, 2006). Amongst other factors, the grape variety, the weather during the year of production, the production process or the storage and bottling method affect the wine quality, and therefore wine is widely recognized as a confusing product (Balestrini and Gamble, 2006; Lockshin *et al.*, 2006). Given this situation, it continues to be a challenging task to understand which dimensions of the individual perceived value lead the customer to choose a certain wine.

By structuring the findings of wine-related studies on the basis of recent research with regard to value management (Orth *et al.*, 2005; Wiedmann *et al.*, 2007, 2009), the desire for and the consumption of wine seems to involve several dimensions of



customer-perceived value including financial, functional, individual and social perceptions (Boatto *et al.*, 2011; Sáenz-Navajas *et al.*, 2013; Ferrarini *et al.*, 2010; Terrien and Steichen, 2008). Additionally, situational determinants, experience and needs of the consumer have to be taken into account (Cohen *et al.*, 2009; Hollebeek *et al.*, 2007; Veale, 2008; Charters and Pettigrew, 2006).

Consequently, a lot of research on wine consumers' purchase decision deals with the importance of individual consumer characteristics like product involvement (Forbes, 2012). Previous studies have shown that involvement impacts the product attributes which consumers choose to evaluate a wine (Bruwer and Huang, 2012; Barber *et al.*, 2008a; Quester and Smart, 1996; Zaichkowsky, 1985) and that it can be used to segment the wine market (Lockshin *et al.*, 1997, 2001). Moreover, international research has shown that demographic variables such as gender (Forbes, 2012; Barber *et al.*, 2006) or age (Fountain and Lamb, 2011; Thomas and Pickering, 2005; Goldsmith and d'Hauteville, 1998) affect the wine purchase.

Thus, generational theory became more important to analyse wine consumption behaviour of different age groups that share life experiences, which cause them to develop similar attitudes and beliefs (Lazarevic, 2012; Meriac *et al.*, 2010). In particular, the so called Generation Y, which is larger than its previous generation, the so called Generation X, moves into focus (de Magistris *et al.*, 2011; Charters *et al.*, 2011). Due to its high buying power (Nowak *et al.*, 2006), Generation Y is seen as one of the most promising wine segments (de Magistris *et al.*, 2011) so that it will be of interest for researchers, scientists and marketers to measure and forecast its value perception of wine.

Against this backdrop, incorporating relevant theoretical and empirical findings, this study focuses on the antecedents leading to the consumption of wine in general and with particular attention to a comparison between the attitudes and behaviour of wine consumers belonging to the Generation X and the Generation Y. This paper is structured as follows: first, the conceptual model and related hypotheses are presented based on existing research insights on wine marketing and customer-perceived value; second, the methodology and results of our empirical study are described. Third, the analysis results are discussed with reference to managerial implications and further research steps.

Theoretical background

Wine market segmentation

Although the factors that might influence consumer purchase behaviour have not been fully exploited yet, the literature on wine perceptions provides a wide range of studies which emphasize that the implementation of effective wine marketing strategies assumes information about customers' characteristics and needs (Lee *et al.*, 2005; Balestrini and Gamble, 2006). To address these different needs, market segmentation, described as the process of dividing consumers into meaningful, internal homogenous and identifiable groups (Zikmund, 2003), is of crucial interest in the wine industry (Barber *et al.*, 2008b).

As the variables used for segmentation are usually derived from demographics, behaviour, psychographics or geographic (van Raaij and Verhallen, 1994; Gil *et al.*, 2000; Cleveland *et al.*, 2011), criteria that are employed by the wine industry can be related to the four classic market segmentation bases (Thach and Olsen, 2006). These are geographic, i.e. country or city where the customer lives, demographic, i.e. age, gender, income and social class, psychographic, i.e. lifestyles and personality,

behavioural, i.e. occasions, benefits, usage rate and readiness to purchase (Bruwer *et al.*, 2001; Thach and Olsen, 2006; Barber *et al.*, 2008b). Of particular interest for the present study is the segmentation along generations because demographics of wine consumers are changing wherefore it is not only important to understand “why” consumers purchase but also “who” is purchasing (Barber *et al.*, 2008b).

Cross-generational wine consumption

Based on the assumption that the era in which a person grew up affects their behaviour, attitudes and values, generational cohort segmentation has gained more and more attention in marketing research over the last years (Fountain and Lamb, 2011). As noted in the introduction, especially the Generation Y (also known as Millennials or Echo Boomers), comprising those who were born approximately between mid-1970s and late 1990s, is of interest for a future-oriented wine marketing (de Magistris *et al.*, 2011; Charters *et al.*, 2011). This generational cohort is larger than its previous generation, the so called Generation X which consists of slightly older consumers that are very value oriented and purchase more analytically (McGarry Wolf *et al.*, 2005; Lazarevic, 2012). In comparison to this, Generation Y is thought to be a well-educated and self-reliant one (Chrysochou *et al.*, 2012) that has a high purchasing power (Nowak *et al.*, 2006).

Various studies have shown that considerable differences in wine consumption can be identified across generations what supports the market segmentation on the basis of age cohorts (e.g. Chrysochou *et al.*, 2012; Agnoli *et al.*, 2011; Barrena and Sanchez, 2009; Thach and Olsen, 2006; Thomas and Pickering, 2005). With respect to the benefits of wine consumption, it was found that young consumers perceive wine as a beverage, playing an important role in social occasions (Olsen *et al.*, 2007). Thus, Generation Y is more likely to drink wine in bars or restaurants (Teagle *et al.*, 2010; Thach and Olsen, 2006) and Mtimet and Albisu (2006) found that in Europe more than half of the wine consumed by young people was consumed outside the home. Apart from these social aspects, it is important for Generation Y consumers that wine tastes good and that it offers a certain value for money (Thach and Olsen, 2006). On the other hand, older age cohorts such as Generation X do not refer so much on recommendations because they mainly drink wine at home (Teagle *et al.*, 2010) and read about the product to be informed (Chrysochou *et al.*, 2012).

In sum, it can be stated that existing research is rather descriptive by nature; therefore, the focus of this study is to examine causal effects of value-based antecedents of wine consumption.

Conceptualization

Antecedents of wine consumption

Wine addresses various functional and psychological needs (Orth *et al.*, 2005; Barreiro-Hurlé, 2008) and competes through the ability to evoke pleasantness, social recognition and perceived quality from the consumer’s perspective (Ferrarini *et al.*, 2010; Terrien and Steichen, 2008; Charters and Pettigrew, 2006). In an attempt to examine a customer’s perceived preference for and evaluation of a certain wine, the construct of customer-perceived value is of particular importance. Based on “an interactive relativistic consumption preference experience” (Holbrook, 1994, p. 27), customer-perceived value can be understood as “a consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988, p. 14). Adapting the generic customer-perceived value framework by

Sweeney and Soutar (2001) and incorporating the findings of Orth *et al.* (2005), the meta-analysis of value perceptions research by Smith and Colgate (2007) and the value dimensions as proposed by Wiedmann *et al.* (2007, 2009), in our study, we focus on the assessment of antecedents of wine consumption as illustrated in our conceptual model. Within this model the involvement construct describes the perceived relevance of a specific product – in our case wine – derived from inherent needs, values and interests (Zaichkowsky, 1985) (see Figure 1).

Development of hypotheses

The question of what really adds value in consumer wine perception is in accordance to the insights of Wiedmann *et al.* (2007, 2009) defined in this paper through the existence of four latent value dimensions: the financial value of wine, the functional value of wine, the individual value of wine and the social value of wine. These four consumption values are expected to drive purchase attitude and behaviour, represented in our study by the construct of wine consumption (Sweeney and Soutar, 2001).

Theoretical and empirical evidence suggest that the price of a bottled wine primarily depends on production costs, quality, reputation and objective, easily observable product characteristics (Lockshin *et al.*, 2006; Lecocq and Visser, 2006; Edwards and Spawton, 1990). According to a study conducted by Keown and Casey (1995), price was a very important wine choice criterion for all respondents. Reasoning that scarcity, the quality of grape varieties or prestige pricing increases the financial value of wine (Beverland, 2004; Edwards and Spawton, 1990), we hypothesize:

H1a. The financial value of wine has a positive effect on wine consumption.

Apart from the price, studies on wine consumption often define quality as a superior but difficult to recognize reason for purchasing wine (Sáenz-Navajas *et al.*, 2013; Johnson and Bruwer, 2007; Verdú Jover *et al.*, 2004). Several researchers have examined the various components of wine quality, mainly divided into intrinsic and extrinsic dimensions, whereby the product complexity led to concentrate on perceived and less on actual quality (Smith and Bentzen, 2011; Masson *et al.*, 2008; Charters and

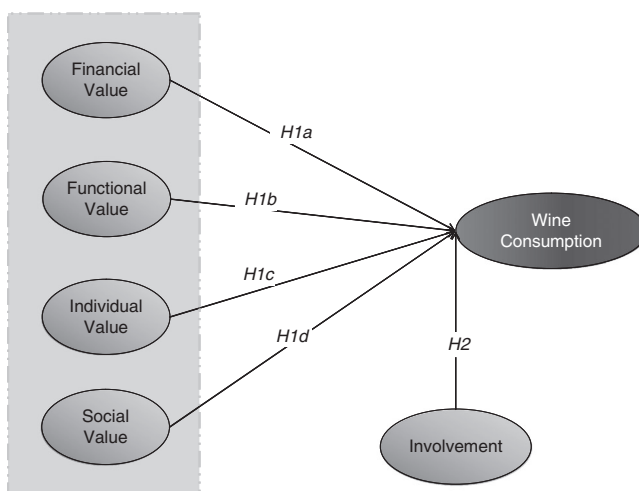


Figure 1.
The conceptual model

Pettigrew, 2007). Given the circumstance that consumers prefer to buy wine with high product quality since they perceive more value from it (Boatto *et al.*, 2011), we suggest:

H1b. The functional value of wine has a positive effect on wine consumption.

The individual dimension of customer value addresses the experiences, feelings and emotions a certain brand or product provides to the consumer (Sheth *et al.*, 1991; Sweeney and Soutar, 2001; Smith and Colgate, 2007). Research has repeatedly identified the emotional responses associated with wine consumption, such as personal enjoyment and hedonic experiences (Ferrarini *et al.*, 2010; Barrena and Sanchez, 2009; French *et al.*, 1994). Therefore, the individual value refers to the intrinsically pleasing properties a consumer perceives in the context of wine consumption and the subjective utility of a given wine to arouse feelings and affective states, strongly related to personal rewards and fulfilment (Sheth *et al.*, 1991; Ferrarini *et al.*, 2010).

H1c. The individual value of wine has a positive effect on wine consumption.

Based on the fact that wine is frequently consumed in public situations, the above mentioned individual dimensions are complemented by social determinants (Ritchie, 2009; Thompson and Vourvachis, 1995). As wine addresses prestigious values and social status, individuals generally consume wine that is positively recognized within their own social groups (Terrien and Steichen, 2008; Balestrini and Gamble, 2006). Consequently, we suggest that the perceived social value of a wine makes the customer more likely to buy it:

H1d. The social value of wine has a positive effect on wine consumption.

Besides the importance of customer-perceived value, the involvement construct has been shown to be a strong predictor of purchase in general (Richins and Bloch, 1986; Dholakia, 2001) and in the context of wine in particular (Lockshin *et al.*, 2001; Famularo *et al.*, 2010). Hence, it is assumed that high involvement leads to an increase of cognitive activity and consumers are expected to engage in more extensive information processing, relying on various factors to determine product quality (Quester and Smart, 1996; Hollebeek *et al.*, 2007). With reference to wine marketing Charters and Pettigrew (2006) found that low-involvement drinkers focus on sensory dimensions of wine quality, while high-involvement drinkers concentrate more on cognitive dimensions to evaluate a certain wine. At least, increasing wine involvement leads to a well thought wine purchase and we therefore suggest:

H2. The wine involvement has a positive effect on wine consumption.

While the previous hypotheses could be easily deduced from our conceptual model, the last hypothesis refers to the earlier mentioned generational issue. Whereas Generation X and Generation Y both represent new, future-oriented wine market segments, especially Generation Y becomes increasingly important (Charters *et al.*, 2011). That is why practitioners and scientists have to pay more attention to this generational cohort and its consumption behaviour (de Magistris *et al.*, 2011; Nowak *et al.*, 2006). Generation Y consumers prefer to rely on brand experience and they are more consumption oriented than Generation X consumers who seek quality products

which offer the highest possible value for money (Lazarevic, 2012; Henley *et al.*, 2011). Regarding wine, Chrysochou *et al.* (2012) found that Generation Y attaches more importance to recommendation, label and promotion, whereas older cohorts such as Generation X focus on knowledge or grape variety. Inconsistent importance is given to information about wine, partly reflecting a lack of subjective knowledge wherefore we hypothesize:

- H3.* There are identifiable differences between Generation X and Generation Y consumers in terms of wine perception, the degree of wine involvement and the impact on wine consumption.

Methodology

To measure the dimensions of value-related consumer attitudes and behavioural effects on wine consumption focusing on Generation X and Generation Y consumers, we relied on already existing and tested measures. For the measurement of the antecedents, the questionnaire included the items for financial, functional, individual and social value perception of a customer-perceived value scale developed by Sweeney and Soutar (2001), and the Wine Involvement scale as developed by Pratt (2010). For wine consumption in terms of related consumer perception and actual behaviour, we relied on the items as suggested by Sweeney and Soutar (2001) as well. A German version of the measurement scales was created using back translation in order to achieve an equivalence of meaning. All items were specified to a wine consumption context and rated on five-point Likert scales (1 = strongly disagree to 5 = strongly agree). The questionnaire was pre-tested with 50 respondents of both consumer groups to ensure the quality of the items used against the backdrop of our conceptual model and related hypotheses. To investigate the research model, we conducted 215 personal interviews in Germany with regular wine consumers representing the Generation X and Generation Y in June 2012. Table I provides a description of the sample characteristics.

Respondents in the group of Generation Y were between 18 and 33 years old, the group of Generation X consumers included respondents older than 34 years. In both groups, we have a balanced gender distribution, though female consumers were slightly over-represented. Even if this sample is not a representative one, with reference to our exploratory research focus, it offers a balanced set of data from each customer group.

Variable	<i>n</i>	%
<i>Gender</i>		
Generation Y		
Male	44	42.3
Female	60	57.7
Generation X		
Male	51	46.0
Female	60	54.0
<i>Age</i>		
Generation Y		
18-33 years	104	48.4
Generation X		
34 + years	111	51.6

Table I.
Demographic profile
of the sample

SPSS 19.0 and SmartPLS 2.0 were used to analyse the data. In our exploratory study context of examining the drivers and outcomes of wine consumption based on a cross-generation sample, PLS path modelling was considered as the appropriate method for the empirical tests of our hypotheses. PLS integrates principal components analysis with multiple regression (Hahn *et al.*, 2002) based on least squares estimation with the primary objective to maximize the explanation of variance (or, equivalently, the minimization of error) in the dependent constructs of a structural equation model (Henseler *et al.*, 2009). PLS path modelling is considered more as an exploratory approach than as a confirmatory one. One main advantage of PLS is the non-requirement of strong assumptions (i.e. the sample size).

Results and discussion

To assess common method variance, following Podsakoff *et al.* (2003), we used Harman’s (1976) one-factor test to determine whether a single factor accounted for most of the covariance in the relationships between the independent and dependent variables. A principal component factor analysis with varimax rotation (based on the items presented in Table III) revealed a six-factor structure with no general factor present (the first factor accounted for 18.8 per cent of the variance). Thus, no single factor accounted for a majority of the covariance in the variables, so the common method variance was unlikely to present a significant problem in our study. The results of the measurement of the constructs and the test of our hypotheses are described below.

Measurement of constructs

For a reliable and valid measurement of the latent variables, we followed the suggestions of Chin (1998) and his catalogue of non-parametric criteria for assessing the reliability and validity of the measures in the PLS estimation model. For all factors, our results show sufficiently high factor loadings in the common data set as well as the Generation X and Generation Y sample. Additionally, the average variance extracted, the reliability tests (Cronbach’s α , indicator reliability, factor reliability) and the discriminant validity (Fornell-Larcker criterion) revealed satisfactory results (see Tables II and III).

Evaluation of structural relations

To test our hypotheses, we conducted a PLS path modelling analysis with case-wise replacement and a bootstrapping procedure (individual sign changes; 215 cases and 1,000 samples). As illustrated in Figure 2 and Table IV, the assessment of the aggregate PLS path coefficients in the inner model results in statistically significant relations.

Factor	Cronbach’s α	Composite reliability	AVE	Fornell-Larcker criterion
<i>Antecedents</i>				
Financial value	0.851	0.910	0.772	0.772 > 0.289
Functional value	0.804	0.844	0.718	0.718 > 0.289
Individual value	0.912	0.945	0.850	0.850 > 0.583
Social value	0.855	0.912	0.776	0.776 > 0.252
Involvement	0.888	0.914	0.642	0.642 > 0.222
<i>Outcome</i>				
Wine consumption	0.817	0.875	0.590	0.590 > 0.583

Table II.
Evaluation of the measurement models – common factor structure

Factor	Common set		Generation Y		Generation X	
	Factor loadings	<i>t</i> -value	Factor loadings	<i>t</i> -value	Factor loadings	<i>t</i> -value
<i>Antecedents</i>						
Financial value						
German wine is reasonably priced	0.868	36.483	0.772	13.527	0.917	44.038
German wine offers value for money	0.925	65.428	0.901	29.578	0.936	51.174
German wine is a good product for the price	0.841	21.471	0.828	18.917	0.849	15.045
Functional value						
German wine has consistent quality	0.854	33.907	0.710	5.208	.898	42.516
German wine is well made	0.793	11.551	0.843	9.400	0.771	6.983
German wine has an acceptable standard of quality	0.892	52.901	0.896	17.409	0.909	47.707
Individual value						
German wine is one that I would enjoy	0.916	76.607	0.920	50.730	0.909	55.473
German wine would make me feel good	0.924	25.682	0.955	88.512	0.881	10.805
German wine would give me pleasure	0.927	74.843	0.922	38.852	0.930	64.202
Social value						
German wine would make a good impression on friends	0.899	49.192	0.901	28.970	0.893	28.806
For a social event German wine would make a good impression on guests	0.917	65.053	0.909	30.564	0.921	44.106
As a present German wine would make a good impression on others	0.825	14.849	0.873	23.630	0.774	6.539
Involvement						
I am very interested in wine	0.908	79.219	0.913	53.650	0.887	16.405
I find conversations about wine very enjoyable	0.794	24.405	0.780	15.039	0.757	7.796
I wish to learn more about wine	0.750	17.219	0.749	12.352	0.765	8.210
Deciding which wine to buy is an important decision	0.688	15.591	0.593	8.073	747	8.162
I consider wine to be a central part of my lifestyle	0.824	37.526	0.818	20.562	0.810	13.485
For me, drinking wine is a pleasurable experience	0.824	19.909	0.875	39.059	0.691	5.301
<i>Outcome</i>						
Wine consumption						
I would be willing to buy German wine	0.883	56.070	0.890	37.102	0.886	42.211
I would recommend German wine to friends or relatives	0.841	33.295	0.809	18.672	0.862	26.422
I would not expect any problems with German wine	0.595	9.057	0.554	5.167	0.634	7.083
I would be willing to buy German wine again	0.865	19.896	0.889	40.131	0.848	10.646
I would be willing to pay a higher price for German wine	0.601	9.754	0.418	3.119	0.719	11.751

Table III.
Evaluation of the measurement models: factor loadings and *t*-value

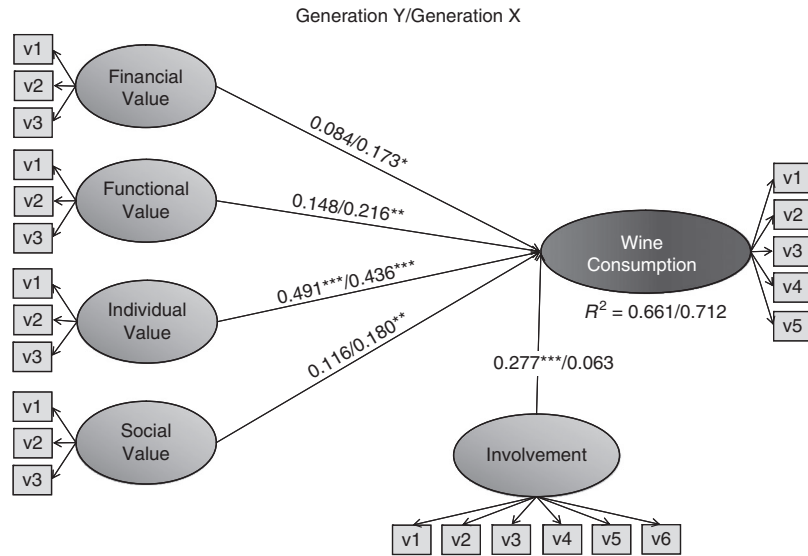


Figure 2.
The structural model

Notes: *** $p < 0.001$ ($t > 3.291$); ** $p < 0.01$ ($t > 2.576$); * $p < 0.05$ ($t > 1.96$)

Exogenous LV → endogenous LV	Original sample	Sample mean	Standard deviation	Standard error	<i>t</i> statistics
<i>H1a: financial value → wine consumption</i>					
Common set	0.146	0.147	0.056	0.056	2.598
Gen Y sample	0.084	0.082	0.068	0.068	1.223
Gen X sample	0.173	0.177	0.083	0.083	2.086
<i>H1b: functional value → wine consumption</i>					
Common set	0.161	0.159	0.054	0.054	2.981
Gen Y sample	0.148	0.155	0.084	0.084	1.776
Gen X sample	0.216	0.217	0.070	0.070	3.081
<i>H1c: individual value → wine consumption</i>					
Common set	0.497	0.495	0.056	0.056	8.833
Gen Y sample	0.491	0.486	0.086	0.086	5.725
Gen X sample	0.436	0.429	0.084	0.084	5.202
<i>H1d: social value → wine consumption</i>					
Common set	0.148	0.151	0.046	0.046	3.243
Gen Y sample	0.115	0.121	0.066	0.066	1.745
Gen X sample	0.180	0.186	0.066	0.066	2.706
<i>H2: involvement → wine consumption</i>					
Common set	0.133	0.137	0.045	0.045	2.973
Gen Y sample	0.277	0.283	0.069	0.069	4.016
Gen X sample	0.063	0.059	0.058	0.058	1.088

Table IV.
Evaluation of the structural relations

Referring to customer-perceived value and providing support for hypotheses *H1a* to *H1d*, the latent variables financial value, functional value, individual value and social value reveal a positive relationship to the latent variable wine consumption for both groups (Generation X and Generation Y). Thus, the higher the perceived values, the

more are consumers willing to purchase (even to a higher price) or recommend wine. However, these positive relations were shown to be significant only for the effect of individual value perception on wine consumption for both samples (Generation X and Generation Y: $p \leq 0.001$). Besides, while the impact of all other customer-perceived value dimensions was significant for the Generation X sample (*financial value*: $p \leq 0.05$, *functional and social value*: $p \leq 0.01$), for the Generation Y sample, no significance could be found in the positive relations of *financial, functional and social value* perception to wine consumption. In contrast to this, as suggested in *H2*, the results show a positive impact of the latent variable wine involvement on wine consumption for both groups, even if this relation is only significant for the Generation Y sample ($p \leq 0.001$). Against this backdrop and supportive of *H3*, it can be stated that there are significant differences between Generation X and Generation Y consumers in terms of wine perception, the degree of involvement and the impact on wine consumption. While the results indicated that individual value perception is a strong driver of wine consumption for both consumer groups, there are identifiable differences in the perception of all other factors. More specifically, Generation X consumers put significantly more emphasis on the different perceived value aspects regarded as a whole, whereas the product-specific involvement is of particular importance especially for Generation Y consumers.

With reference to the evaluation of the inner model, the coefficients of the determination of the endogenous latent variables (R^2 for wine consumption) reveal satisfactory values for the common data set ($R^2 = 0.681$ and $Q^2 = 0.080$), the Generation X ($R^2 = 0.661$ and $Q^2 = 0.034$) and Generation Y ($R^2 = 0.712$ and $Q^2 = 0.114$) sample. Moreover, Stone-Geisser's Q^2 (Stone, 1974; Geisser, 1974) yielded in all cases a value higher than zero for the endogenous latent variable, suggesting the predictive relevance of the explanatory variables.

In summary, referring to our initial hypotheses, the assessment of the measurement models and the structural relations give evidence for the proposed causal relations between customer-perceived value, wine involvement and the resulting wine consumption with identifiable differences between Generation X and Generation Y consumers.

Conclusion

As a consequence of the highly complex nature of wine as a product, a deeper understanding of the key drivers of consumer wine perception and consumption behaviour is a major challenge for practitioners and researchers in the domain of wine marketing. Following a holistic perspective, the aim of the present study was to examine the various dimensions of customer-perceived value that lead the customer to choose and consume a certain wine. The empirical results are supportive of the hypothesized positive relations between financial, functional, individual and social perceptions that influence the desire for and the consumption of wine. Besides, the degree of wine involvement is an important driver of wine consumption as well.

Additionally, we found empirical evidence for significant differences in the evaluation of wine consumers in different age groups: The customer value perception, the degree of involvement and the impact on wine consumption varied between Generation X and Generation Y consumers. Even if exploratory in nature, the findings presented here have important implications for management and future research in the domain of wine marketing.

Based on insights of the types of value consumers perceive in the context of wine consumption, successful management strategies should focus on the customer's

subjective expectations and individual value perceptions to be able to deliver sufficient value. By addressing the specific value aspects that are highly relevant for consumer loyalty to the product or brand, winery owners and distributors can stimulate purchase behaviour with appropriate campaigns that emphasize the most important value aspects. Besides, the differences in the perceived importance of the various antecedents of wine consumption can be used to segment the wine market accordingly. Against this backdrop, generational variances can be translated in differentiated marketing efforts that stress the various value aspects to appeal to Generation X consumers and address the specific wine involvement of consumers in the Generation Y. More specifically, it seems reasonable to stress aspects such as prestige pricing, superior quality, personal enjoyment and hedonic experiences as well as social determinants in the communication with Generation X wine consumers as they assign special importance to these aspects of customer-perceived value. Targeting Generation Y consumers, the specific involvement level is crucial in the consumer's response to wine. Moreover, as in the literature often described (Barber *et al.*, 2008b; Thach and Olsen, 2006), our study supported that Generation Y is striving for fun and pleasure, reflecting in the significant influence of the individual value on the wine consumption behaviour. Focusing on the Generation Y, marketers should therefore likewise the communication with Generation X include personal enjoyment and hedonic experiences in marketing strategies.

From a research perspective, a study focusing on wines from different regions or the comparison of wine consumers from different countries might enhance current knowledge of consumer behaviour in the wine industry. Therefore, by enlarging the size of the sample and collecting data in different countries, the results of this study could be compared on an international level, the specific consideration of cultural issues is required and possible cross-cultural similarities and differences have to be examined in future research to generalize the results and to sell successfully wines to consumers of different nationalities.

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