

BEHAVIOR WINE CONSUMER PROFILE IN WINE REGIONS OF BRAZIL

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Abstract

Our article aims to analyze the main influences, experience and affective involvement that impact the consumer behavior of regional wines in Brazil. We used a descriptive quantitative survey. Our findings contribute to a greater understanding of the behavior of choice related to local experiences and what points are essential to involve the consumer with a product, in this case, wine. The Brazilian wine industry has been dealing with tariff disputes between countries, increased number of producers, reduction in consumption per capita and demand for higher quality wines. Our results show that cultural, social, personal, and psychological factors are crucial in this process.

Keywords: winegrowing; consumer behavior; experiences; wineries; motivational factors.

INTRODUCTION

For many years, Europe has dominated the wine industry worldwide. However, according to recent data from the International organization of Wine and Vineyard (OIV), due to the strong globalization, this segment has expanded to countries such as Australia, New Zealand, China, and some Latin American countries, such as Uruguay, Chile, and Argentina (Monticelli et al., 2018; Pattara et al., 2012). The International organization of Vine and Wine (OIV) estimated that Brazil, in 2020, was the 19th largest wine producer and the 13th largest wine consumer in the world, with an increase of 18% compared to the previous year (OIV, 2021).

Research involving wine consumer behavior aims to provide information that contributes to the process of understanding the factors that most influence consumers of this product. The main factors are production methods and specific types of wines and grapes (Culbert et al., 2017). These authors point out that only a few studies identified in the literature investigate the profile of wine consumers (Culbert et al., 2017). At the same time, Benedetto (2013) and Pullman et al. (2010) state in their research that there is an inclination on the part of wine consumers for beverages produced from sustainable processes. For these authors, the sustainability criterion has been highly valued in the decision-making process.

Lategan et al. (2017) and Klinger et al. (2019) claim that the wine industry is different from the others, as it needs to better understand the profile of its consumers to satisfactorily meet their needs and desires. Santini et al. (2013) claim that there is a constant change in the profile of wine consumers worldwide; however, there is a need to carry out studies to identify the main factors that lead to these changes. For example, Mueller et al. (2020) researched xenocentrism as an internalized belief that influences consumers to prefer foreign products instead of national products as in the case of Brazilian wine (Mueller et al., 2020).

A country's cultural values and consumer lifestyle can influence experience consumption (Castro et al., 2019). Inexpensive wines made from a variety of fermented fruits have been consumed, but in recent years, Brazilians have begun to discover wine made from different and fine grapes. Dynamic growth in the wine category is assigned to consumers' greater exposure to and adoption of consumption experiences and habits. For example, Araujo et al. (2021) identified that the culture and social status of wine consumers influence the social representations associated with sparkling wine.

The rapid expansion of the wine category has been facilitated by increasing consumer wealth, changing consumption patterns together with raising awareness, and increasing focus on health-related aspects of alcohol consumption besides regional experience and engagement. The main contribution of this study is to highlight the profile, experience, and engagement of consumers with a range of different types of regional wines. Thus, it is claimed that it indicates the product quality for consumers (Schäufele & Hamm, 2018). This knowledge provides winemakers, marketers, academics, and public institutions with new insights to achieve more effective policy and communication actions to promote regional choices.

In this sense, our article aims to study the main influences, experience and affective involvement that impact the consumer behavior of regional wines. Therefore, our research first aimed to identify the profile of wine consumers in wine regions located in southern Brazil while analyzing the main factors considered by them at the time of purchase and consumption. As for the methodological procedures, we decided to carry out a quantitative and descriptive research.

LITERATURE REVIEW

Consumer behavior

Consumer behavior is not something that can be studied, analyzed, and interpreted in isolation, but needs to be based on psychology, economics, sociology, anthropology, and marketing (Schaefer et al., 2018). In this way, consumption is a non-verbal form of showing an individual's personality, identity, and profile, in addition to being considered a social phenomenon capable of providing the consumer experience, involvement and fun (Carvalho & Dos Santos, 2019; Holt, 1995). Therefore, the action of consumption is realized through rational, emotional, and experiential aspects and stimuli, feelings, and affective and utilitarian involvements (Holt, 1995; Levrimi & Silveira, 2021).

Personal experience appears to play an important role in determining a person's optimal level of stimulation, as people who value excitement and are more pleasure-seeking and less risk-averse tend to look for higher levels of stimulation, while people who value tradition and security are more comfortable when exposed to less environmental stimulation (Schaefer et al., 2018). For Silva et al. (2020), there are models and consumer motivations that identify relevant actions generated by internal factors (hedonism, perfectionism, and nostalgia) and external factors (snobbery and adherence) to products and services. Thus, consumer goods are not acquired exclusively because of their utilitarian characteristic: they have the power to carry and communicate meanings in consumer experiences (Levrini & Silveira, 2021; McCracken, 1986). Therefore, products and services have during their life cycle the power to carry and communicate meanings beyond their utilitarian characteristic for individuals (Holbrook & Hirschman, 1982; Holt, 1995).

Individuals tend to make inferences about others based on the objects they choose to consume (Belk, 1995; 2013). Therefore, consumers prefer products whose images are like those of themselves (Belk et al., 1982; Belk, 2014) or would like to have (Levrini & Silveira, 2021; Merskin, 2007). Thus, three reasons lead individuals to consumption (Bragaglia, 2010). The first is the search for satisfaction linked to the functionality of products, in which, through the comparison and preference for products, the consumer envisions the functions, utilities and experiences for which the goods and services were created (Lindberg et al., 1989; Silva et al., 2020). The second reason concerns the pursuit of emotional pleasure. This profile chooses the products according to their identity and personality, in search of self-knowledge. Consumption, therefore, becomes more complex, as these individuals not only appreciate the satisfaction of their needs but engage with the products they consume (Holbrook & Hirschman, 1982; Holt, 1995).

Moreover, such consumers distance themselves from consumption practices that lead to social approval which do not consider the desires of the masses. This motivation is opposed to the idea that 'consuming something' means 'having something,' because individuals in these classes are known to be on the search for meanings motivated by the desire to discover who 'they really are' (Campbell, 2007; Silva et al., 2020). Finally, the third reason refers to the search for emotional pleasure linked to products/brands as social communicators. The desire to 'fit in' or to be recognized in a certain social group is what drives the decisions of this type of consumer. This is the main purpose for Eastman and Eastman (2015, p. 10): the communication of status, either to 'distinguish' aiming at 'competition' with someone, or 'insertion' aiming at recognition in the experience with a product and or service.

Furthermore, we can consider that people develop their identity according to their choices (Reed II et al., 2012). To de Oliveira Castro et al., (2021) wine consumers adhere to identity labels according to their will or being induced by the context in which the consumption takes place, clearly representing their self-image. Thus, there can be five identity principles (salience, association, relevance, verification, and conflict) in the behavior of consumption, which can describe the identity traits of these consumers through the motivations for wine consumption (de Oliveira Castro et al., 2021).

Belk (2014) emphasizes that the cultural and social contexts can influence how individuals present their identities, profile, characteristics, and motivations in consumption situations. In this perspective, wine has been the object of research related to consumption motivation, which investigated involvement and self-concept in situational contexts with drinking (Roe & Bruwer, 2017); the identity formation of consumers in the face of the influence of attributes such as the brand, high prices, (non)traditional point of sale, tastes, luxury category, and place of origin (Spielmann et al., 2016); and the influence of lifestyle and socio-cultural contacts, through strong involvement with wine in the construction of consumer identity (Rössel & Pape, 2016; de Oliveira Castro et al., 2019).

Although the involvement with wine has been largely investigated in studies of wine consumers, several of these studies (Schaefer et al., 2018) wines have segmented consumer perceptions of regional levels of consumer involvement with wine. Therefore, this article was intended to describe the traits of influence, experience, and affective involvement that impact consumer behavior toward regional wines in Brazil. The study advances by analyzing the profile and consumption experience of wine consumers.

The profile of wine consumers from a global perspective

Bondarenko and Nizyayeva (2017) consider the high sensitivity to economic fluctuations as one of the main characteristics of the wine market, as it directly permeates the purchasing power of consumers of this product. In the last three decades, the wine industry has experienced several transformations determined by the large number of producers emerging on a global scale and the constant changes in the profile of wine consumers (Fiore et al., 2017).

Pomarici et al. (2017) claim that the changes in the profile of wine consumers globally directly interfere with the production and consumption processes of the main wine-producing countries. For these authors, the per capita consumption of consumers in countries that have a tradition in wine production has decreased, while in countries with a proportionally smaller production, consumption has been growing in a representative way.

In this context, wine and its derivatives become complex products for consumers to decide on because of the rational, emotional, and sensory reasons in the selection process (Bruwer et al., 2011). Thus, it is undeniable the importance that this drink assumes as an object of study, especially when investigated from the perspective of marketing and consumer behavior (de Oliveira Castro et al., 2021).

This phenomenon can be understood through several contexts (confraternities, harmonized dinners, get-togethers, occasional consumption, etc.) that portray different traits of identity, motivation and experiences that demonstrate consumption situations (de Oliveira Castro et al., 2019). Therefore, it is necessary to understand the psychological factors related to emotional and sensory preferences that lead a consumer to buy wine or not. Thus, wine can be considered a product that leads to an intense experience with the senses and, as a result, the purchase process is often seen as being complex with a high degree of perceived risk associated with emotions and experiences (Lacey et al., 2009; Mueller et al., 2010).

In addition to the sensory and experiential reasons and differences in the perception of wine and its purchase and consumption, there is an evident need to analyze whether the consumers' lifestyle impacts this consumption relationship or not (Bruwer et al., 2011). The influences that also impact the choice of wine may be associated with its region of origin (city, state, or region), its packaging and labeling, its description and identity, its aromas and flavors and its awards received and status in the market and among the consumers (Lockshin & Corsi, 2012). However, it is necessary to understand how consumers combine these sensory and emotional characteristics with the choices made when buying wine if associated with cultural, social, and personal factors in markets that use the combination of product and tourism to generate a direct motivation for them to decide.

Cultural factors can influence consumer choices (Ritchie, 2009), but social factors related to experiences with family and social groups can also play a role (Bruwer & Li, 2007). In this context, adopting different market strategies, following the profile of consumers, is seen as a tool for marketing wine products (Klinger et al., 2019). Wineries need to customize their products and services in a way that meets the needs of the consumer, implementing their communication and marketing strategies so that they can easily reach potential buyers (Pomarici et al., 2017).

In contrast, when stimulated by market actions, consumers evaluate the symbolic factors and meanings of the product and/or service. The judgment of choice can be affective when concerning the product that leads to consumption satisfaction, while psychological factors and personal values directly influence one's choice (de Oliveira Castro et al., 2019). Thus, we can consider that consumers compare their values with the social and cultural values symbolized by the product, thus choosing the product with the greatest relevance to their feelings and experiences (Da Silveira et al., 2022; Silveira et al., 2016).

The wine consumption experience

Consumer behavior is not something that can be studied, analyzed, and interpreted in isolation, but needs to be based on psychology, economics, sociology, and anthropology (Banov, 2017). Thus, Jenkins (2009) supports the concept of the culture of experience by believing in the experience and participation as primary factors for choosing a particular product or service. Therefore,

consumers define their choices based on past experiences, as we live by ideas, moments and sensations made with products, services, brands and/or organizations (Silva, 2021). In addition, it is necessary to understand the process of choice and why we opt for one experience and not another (Rodrigues dos Santos, 2018).

Tasting wine is considered a passion by some of its connoisseurs, as many studies and research about their labels, their production and communication processes to understand the drink and the experience offered (Silva, 2021). Different perspectives on engagement need to be integrated to provide a complete report and facilitate research (Michaelidou & Dibb, 2008). Thus, the wine consumer has replaced the number of labels with the quality of labels; many prefer good labels and tasting the drink with good companies rather than having a full wine cellar (Silva, 2021).

In general, experiential marketing provides factors of influence on consumer behavior that are present when new connoisseurs adhere to wine tasting. Groups of friends and relatives began to make meetings to taste the wine (de Oliveira Castro et al., 2021). This is related to being involved not only with the drink but with people who identify with the product (Todd et al., 2021). Therefore, the consumption of wine contributes to the market with the beverage trade. Its connoisseurs aim to conquer more people for the product, to strengthen ties in consumption, have stories and experience pleasurable moments (Božíková & Šnircová, 2016).

Involvement is an individual difference variable identified to be used to influence consumers in purchasing decision-making, in the way of using a product, that is, having an experience with a product or service (Todd et al., 2021). This thought derives from 'involvement is a motivational state of mind of a person regarding an object or activity. It reveals itself as the level of interest in that object or activity' (Mittal, 1995, 666). For Todd et al. (2021), local wine consumers want locally produced wines to live a subjective and unique experience. Thus, consumers who are familiar with the variety of wines also prefer specific labels over generic labels (Todd et al., 2021). This reflects again on their attitude and behavior towards the product category (Laurent & Kapferer, 1985). Some product categories involve their consumers more than others.

The differences in consumer psychographics seem to modulate the preferences of the wine label. For Lockshin et al. (2001), consumers identified with high involvement drink wine regularly, while low-involvement consumers drink wine only on special occasions. Thus, the wine label is seen as one of the biggest factors of influence on the purchase of consumers (Silva, 2021; Todd et al., 2021). Label information influences buying and tasting experiences as it is associated with hedonic and pleasure sensations (Rodrigues dos Santos, 2017). According to Laurent and Kapferer (1985), wine has all the attributes identified as a source of involvement. The product can provide the consumer with the value of pleasure. Therefore, wine buyers may have low or high involvement depending on the label, the region in which the product is produced, type of grape, region of origin, label design, the aroma of the wine added to the experience proposed in the winery and at sales outlets (Silva, 2021; Todd et al., 2021).

For Campo et al. (2021), it is necessary to think of color, smell, sound, and/or various foods, as elements that can help create unforeseen experiences, which may be further emphasized during the wine tasting in sales promotions at wineries, fairs, markets and/or at specific events. Another important finding is related to millennials, that is, young consumers born in a context of life linked to technological and digital innovations, characterized as an audience that seeks information about the product, including digital platforms and social networks, to exchange experiences with their network of contacts that are related to the world of wines, wine tourism and wine gastronomy (de Oliveira Castro et al., 2021). In addition, some consumers link the consumption of wines to their lifestyles and the hedonism in their personality, however, their financial income is decisive for the consumption of the drink (Higgins & Wolf, 2016, de Oliveira Castro et al., 2019).

Finally, we can also consider how event-related emotions add value to the whole concept behind the wine experience.

METHOD

To achieve the objective of the present research, data from two regional samples were collected to describe the experience of the consumers in the south Brazilian context. According to Malhotra et al. (2017), a descriptive study describes the customer and the market while measuring the frequency of behaviors, perceptions, experiences, and characteristics of the market to be researched and analyzed. Therefore, our study is descriptive with a quantitative and qualitative approach.

Our first step was to review the literature to identify the state of the art of the subject. At this stage, we used the following terms: wine industry, wine supply chain, and consumer behavior. The terms were used in English, and the databases used were Capes, Science Direct, Ebsco, Science Direct and Emerald. The period was from 2012 to 2021, that is, we analyzed studies published in the last ten years and associated them with topics related to experience and involvement with wines.

Secondly, for data collection was a questionnaire, based on a literature review, adapted from the data collections of de Oliveira Castro et al. (2021), (2016), Pereira Sanches (2013) and Bellaguarda (2012). In total, our questionnaire had 17 closed questions, of which five questions indicated demographic and profile data, four questions were related to lifestyle, and eight determined how consumers convey their identity, preferences, feelings, perceptions, and experiences about the wine purchased and drank. Table 1 presents a summary of these categories described in the study.

Table 1
Categories and subcategories analyzed

<i>Categories</i>	<i>Subcategories</i>	<i>Authors</i>
Profile	Gender, age, education, income, and place region.	de Oliveira Castro et al. (2021), Basso and Visentini (2016), Pereira Sanches (2013), and Bellaguarda (2012).
Lifestyle	Daily activities, friends, and family on weekends, once a week or every fortnight.	de Oliveira Castro et al. (2021), Basso and Visentini (2016).
Experience	Identity, preferences, feelings, perceptions, and experiences	de Oliveira Castro et al. (2021), Basso and Visentini (2016), Pereira Sanches (2013).

Source: Research data.

The variables chosen for the study are related to understanding the experience of these consumers with the chosen local wines (South Brazilian - Vale dos Vinhedos region). For this study, wines were selected given their usefulness in market segmentation and local marketing communications (Olsen et al., 2015; Silva, 2021).

Because this first sample is a quantitative and descriptive research, we used convenience sampling (Cooper & Schindler, 2016). We justify this classification to understand the phenomenon in a developing country, given the vast number of studies in developed countries which experience different social, economic, political, and technological moments (de Oliveira Castro et al., 2021).

The online questionnaire was built in the Google Forms Platform, and the link to the questionnaire was sent out to participants through social media networks, using a snowball technique. Thus, this survey population included wine consumers from Vale dos Vinhedos from Rio Grande do Sul, wine market specialists, such as journalists and sommeliers. In addition, we conducted a pretest with three practitioners who recommended adjustments in the questions related to preference and consumption analysis.

The final sample size included 112 respondents. The researchers distributed to the survey population more than 400 questionnaires and only 120 (30% as response rate) were completed. Eight of those were incorrectly or incompletely filled out. As they were not useful for the research and were thus excluded from the study. Respondents who filled out the questionnaires do not necessarily reflect a cross-sectional view of assiduous visitors from the Vale dos Vinhedos but represent those who have the frequent habit of buying wines from the wine region.

The criterion of convenience and the snowball technique were also used to prospect the research subjects for an interview with a second group (sample 2) composed of journalists and sommeliers. The interviewees were contacted through confraternities, clubs, wineries, or establishments, which are characterized as adequate means to achieve contact with the target audience. Thus, the interviewees were contacted through confraternities, clubs, wineries, or establishments, which are characterized as adequate means to achieve contact with the target audience. Thus, 8 interviews were conducted with market experts (5 wine specialist journalists and 3 sommeliers) to better describe the motivations, perceptions and consumption experiences with the wine produced, promoted, and sold in the Vale dos Vinhedos region. Table 2 summarizes this interview process.

Table 2
Characteristics of respondents and techniques used.

Label	Respondents	Type of Techniques
E1	Journalist	Interview by WhatsApp
E2	Sommelier	Interview by phone.
E3	Sommelier	Interview by WhatsApp
E4	Journalist	Interview by phone.
E5	Journalist	Interview by WhatsApp
E6	Journalist	Interview by WhatsApp
E7	Sommelier	Interview by WhatsApp
E8	Journalist	Interview by phone

Source: Research data.

As a data collection technique, in-depth interviews were conducted. Thus, a semi-structured interview script was used based on the categories and subcategories of the quantitative questionnaire, observing the recommendations of de Oliveira Castro (2021). Primary questions were asked to know a little more about the context of wine consumption in the interviewee's view, probing questions to understand how the interviewee's involvement with wine consumption in the personal and social sphere, and questions that were designed according to the purchase and consumption experience with wine. Then, the interviews were transcribed (20 pages), as for the technique of analyzing the results of the interviews (qualitative data), content analysis was conducted (Bardin, 2016).

Data collection for sample 1 (questionnaire) took place between October and November 2019, and sample 2 (interviews) took place during the months of November and December 2019. Based on the results, the categories of analysis were designed following the theories analyzed and the proposed objective, since the data analysis technique used was the simple univariate statistics for the results obtained through the quantitative collection and content analysis for qualitative collection.

In sample 1, data analysis and treatment were performed using Microsoft Excel 2016 software and IBM SPSS Statistics 21 this data were submitted to confirmatory factor analysis (CFA) to assess the degree of discrimination of the eight items and their adjustment indexes. While for sample 2, qualitative content analysis in a mixed grid following the pre-analysis steps of the interviews; exploration of the material; and inference, interpretation, and treatment of the results through the software NVivo 12.

Before the analyses, a missing data check was performed on the two samples. To better describe the data obtained, tables, graphs and figures were created while using information, data, speeches, and theory correlation techniques (Hair et al., 2014).

FINDINGS AND DISCUSSION

In sample 1, 35.7% of the respondents have Master's/PhD degrees, 30.4% have bachelor's degrees, and 26.8% have not completed their higher education. Of these, 60.7% were female and 39.3% male. Concerning the region, 75% of the respondents are from Porto Alegre region and 25% from Gaucho highlands and metropolitan regions. The age group with the highest concentration was 25 to 38 years (58%). Regarding income, 51.8% of the participants receive 3-8 minimum salaries.

While in sample 2, 25% of the respondents have Master's/PhD degrees, 75% have bachelor's degrees, 41% were female and 59% male; 70% this interview group have the highest concentration in 35 to 50 years.

For Campo et al. (2021), not surprisingly, the profile of wine consumers is associated with consumers with high education levels and income, because most of these consumers have more access and high levels of knowledge about the wine product.

However, it is necessary to understand the main reasons and feelings that lead consumers to buy something or to have any experience with a particular wine instead of having it with another wine with a different label (Olsen et al., 2015). Many types of experience can be associated with places where the wine is bought or locations for tasting and/or sensory experiences with the drink (Todd et al., 2021). Therefore, other criteria for the behavior of wine consumers are presented. The criteria that respondents use when purchasing wines can be seen in Table 3, considering that more than one answer could have been chosen by the same respondents in the quantitative sample.

Table 3

Criteria used by the respondents when buying wine.

<i>Criteria used in the purchase of wines (up to 4 alternatives could be selected)</i>	<i>Answers</i>	<i>Percentage answers</i>	<i>Percentage respondents</i>
Price	78	22.2%	69.6%
Type of wine (table, fine, sparkling)	87	24.7%	77.7%
Grape variety (merlot, cabernet sauvignon, tannat, etc.)	76	21.6%	67.9%
Country/Region of origin	42	11.9%	37.5%
Brand	47	13.4%	42.0%
Harvest year	18	5.1%	16.1%
Alcohol content	4	1.1%	3.6%
<i>Total</i>	<i>352</i>	<i>100%</i>	<i>314.3%</i>

Source: Research data.

Regarding the criteria used, 46.3% of the respondents (in sample 1) highlighted that the type of wine and the grape variety are crucial points to define their purchase of wine. For journalists and sommeliers, the important thing is the wine label associated with its vintage and grape variety. “*I really like to choose the wine for its vintage associated with the grape variety and year*” (E1 journalist and E7 sommelier from sample 2). According to the answers, the fierce competition in the wine market leads consumers to seek new product options more related to their preferences, tastes, and experiences (Delmas & Lessem, 2017).

The stimuli can be generated by factors associated with symbols and meanings produced when choosing a product that leads to a direct connection to feelings of affection and emotions of pleasure (Campo et al., 2021; Silveira et al., 2016; Silva, 2021). Thus, we can consider that consumers compare their individual and perceptual values with those transmitted by the products and their materials, often symbolized by packaging, labels, aromas, colors, varieties, and diversity [(Golobic et al., 2017; Todd et al., 2021). The frequency of consumption from respondents can be observed in Table 4.

Table 4

Frequency of wine consumption by the respondents.

<i>Frequency of wine consumption</i>	<i>Respondents</i>	<i>Percentage</i>
Everyday	3	2.7%
3-6 times a week	28	25%
Once a week or every fortnight	44	39.3%

Once a month	18	16.1%
Only on special occasions (parties, weddings, graduation parties, etc.)	19	17%
<i>Total</i>	<i>112</i>	<i>100%</i>

Source: Research data.

The figure of 39.3% of the quantitative sample emphasized the frequency of consumption as being once a week or every fortnight and when asked about their involvement with the wine product. Furthermore, 37.7% responded that they value the moment of purchase of the wine and the experience it provides in their tasting. For the interviewed subjects, purchases occur from three to five times a week. Most of the time for paired dinners, to evaluate wines or to participate in confraternities. *"I have the habit of buying wine due to my profession, but I consume more than usual because I participate in subscription clubs, confraternities, and courses"* (E3 - sommelier in sample 2).

In this context, for Basso and Visentini (2016), people usually gather with friends and family on weekends, performing activities different from those of everyday life. From de Oliveira Castro (2021), consumers who consume special wines are classified as subjects who consume the drink regularly, on a weekly basis (2 to 5 times a week); spend financial resources to purchase sophisticated wines monthly; participate in confraternities, clubs, dinners, trips, meetings and/or meetings that aim to appreciate, discuss and/or pairing the drink with appropriate foods with your friends, family, and colleagues.

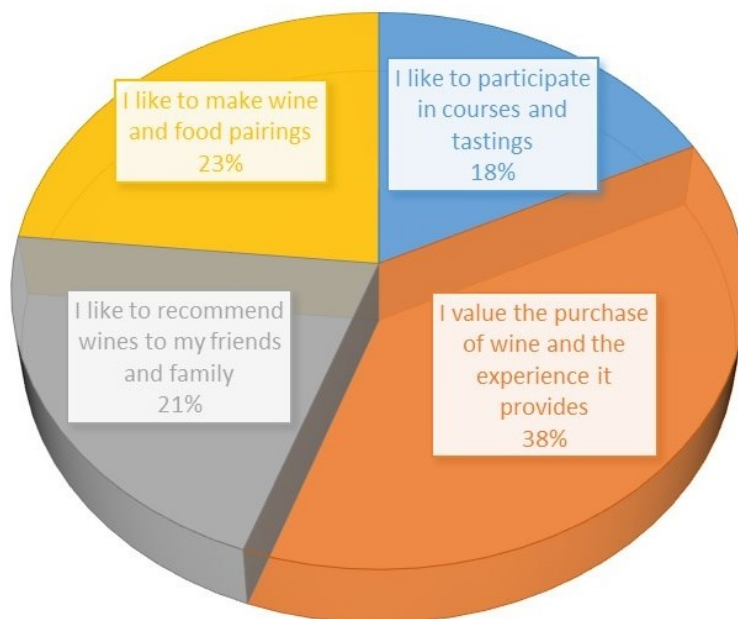


Figure 1. Involvement of the respondents with the wine product.

Source: Research data.

This may explain the highest result found to be the consumption of wine once a week or every fortnight. However, it is important to note that 25% responded three to six times a week, showing that people are incorporating wine into their daily lives. The respondents' involvement with the wine as a product can be seen in Figures 1 and 2.

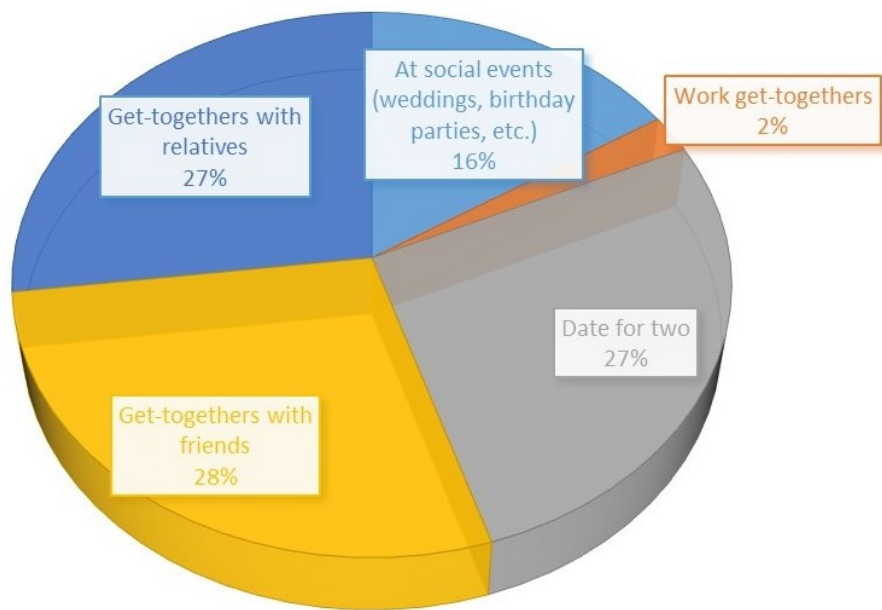


Figure 2. Occasions when the respondents usually consume wine.
Source: Research data.

The results indicated that most respondents value the wine because of the experience it provides, being consumed mainly in get-togethers. This result is in line with the understanding that wine is no longer just a product to be purchased and is considered an experience to be lived, reconciled with a minimum level of necessary knowledge (Monticelli et al., 2018).

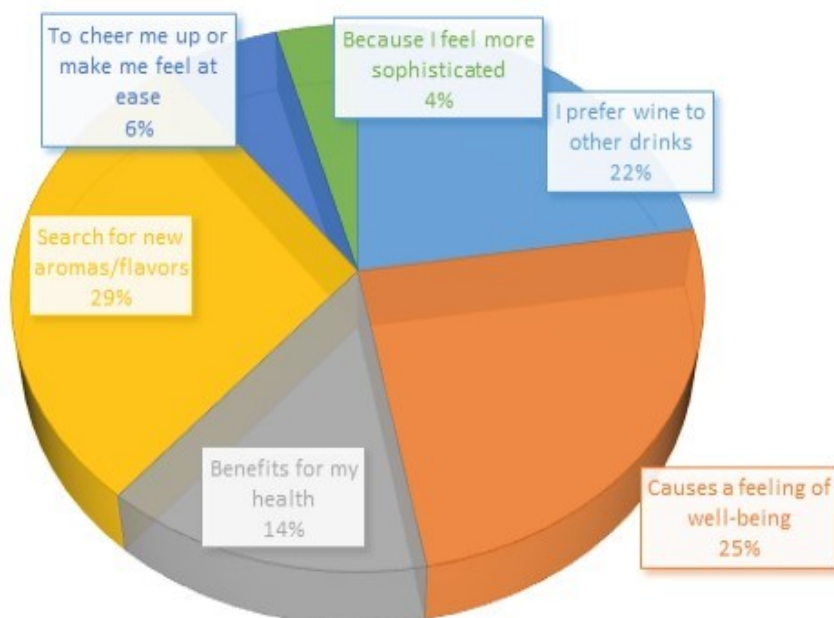


Figure 3. Reasons why respondents consume wine.
Source: Research data.

For some wine experts, this moment is good to enjoy appreciating, discuss and/or harmonize the drink with a good meal in the company of family, friends, relatives, and wine interest groups (de

Oliveira Castro, 2019). We verified in the interviewees' speeches: "A good wine refers to fraternization with friends" (E4 - journalist); "I participate in a confraternity where we discuss the origin of the wine harmonizing it with several other wines and labels" (E2 - sommelier); I prefer to taste wines as a family accompanied by a good meal (E6 - journalist).

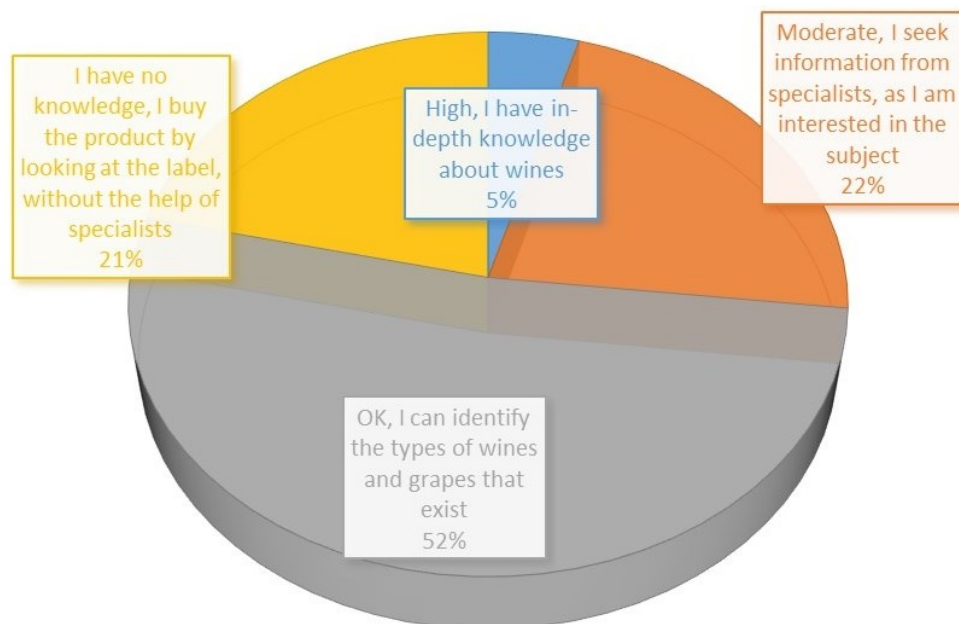


Figure 4. Participants' knowledge of the wine product.
Source: Research data.

For Campo et al. (2021), reference groups can influence consumer behavior. In the personal factor, lifestyle defines how consumers prefer to use their time and money, creating their identity (de Oliveira Castro et al, 2019). In the psychological factor, the consumer tends to behave according to his/her belief (Limeira, 2008). We can also say that there is the involvement of the respondents, associating wine with pleasant moments, special occasions, gastronomy, situations that can be experienced by two people or between friends and family (Campo et al., 2021; Souto et al., 2008). The occasions and level of knowledge of the respondents about wine are observed in Figures 3 and 4.

When asked about what factors influence the behavior towards wine consumption, 29% answered that it would be the search for new flavors and aromas; for 25%, the fact that the wine provokes feelings of well-being; and for 22%, the preference for wine over other beverages. Furthermore, consumers were asked about their knowledge of the wine product: 58% reported it as being reasonable, because they can identify the types of existing wines and grapes, and 25% reported being moderate because they search for information from specialists as they are interested in the subject. In this sense, there are social factors related to experiences with relatives, friends, and other groups closer to their daily life, relevant to the consumption of products such as wine (Bruwer & Li, 2007). For Mueller et al., (2020), new family structures as closer friends play prominent roles in our choice of products related to personal use or frequent consumption such as food and drink.

In addition, the consumer's desire to feel integrated into the groups to which they belong, in the yearning for companionship, affection, love and interaction, related to the search for self-esteem, recognition and the feeling of success, can help explain why situations of socializing with family, friends or between two people lead to the consumption of wine (Parente & Barki, 2014). As one of the characteristics of wine is to bring people together, its consumption becomes present in situations of joy, sharing of achievements (Basso and Visentini, 2016; Golicic et al., 2017).

The search for new sensations, pleasures, and feelings can lead to wine consumption as an escape from the tiring and dynamic daily life of adults today (Bruwer et al., 2011; Golicic et al., 2017).

There is a consensus among wine consumers and producers that the drink is happy, natural, good for health, has a pleasant taste and does not personalize genders, that is, it does not characterize who can consume it (Basso and Visentini, 2016; Brazilian Institute of Wine [Ibravin], 2017). Some interviewees highlighted that the aroma, flavor, color of the wine can refer to memories and past experiences. *"We are selective beings who seek different human experiences with tastes, aromas, and flavors. Wine somehow helps to awaken this in my mind"* (E8 - journalist)

It is noteworthy that, when consumers seek knowledge about a product, they aim to recognize its real need, with external information from close people, influencers, or the market itself, or with internal information related to their senses and emotions, to decide which product they will acquire, when and how to buy, consume and experience the product (Basso and Visentini, 2016; Campo et al., 2021; Golicic et al., 2017).

Therefore, the study showed that most respondents value the purchase of wine and the experience it provides. Campo et al. (2021) consider that the wine experience may be related to the shape of the bottle, the place of experience, the design of the label, the aroma, and the taste of the wine. For example, Todd et al. (2021) showed that Chinese, North American and Australian consumers assess the photos of different wines served in cups and glasses as well as the places where the experiences take place. For Silva (2021), the experience and involvement with the wine are due to culture, knowledge, and several moments lived with social and family groups. Finally, the survey presents a wide range of reasons that lead consumers to be influenced to choose, experience, and engage with one type of wine.

CONCLUSIONS

Understanding consumer behavior, knowing why and how they buy, is a relevant topic to be studied due to the constant changes in the way consumers see products and companies. Therefore, our study aimed to research the main influences, experiences, and involvement that impact wine consumer behavior. Therefore, our research first aimed to identify the profile of wine consumers in wine regions located in southern Brazil, while analyzing and describing the main factors considered by them at the time of purchase and consumption.

Our results showed that consumers rely on wine to feel good, celebrate special moments with family and friends, that is, allow themselves to feel the sensations caused, in addition to the health benefits. Consumers aim to try new experiences, feel involved and motivated to consume wine. Thus, the wine consumer seeks sensory and sentimental experiences when consuming the product, going far beyond a simple consumption relationship (Basso and Visentini, 2016; Golicic et al., 2017; De Oliveira Castro et al., 2019; Silva, 2021). These experiences can produce sensations and a feeling of belonging to a group (Bruwer et al., 2011; Delmas & Lessem, 2017), generating a unique, intimate, contemplative, and emotion-arousing experience (Lacey et al., 2009; Mueller et al., 2020; de Oliveira Castro, 2021).

Moreover, the consumption of wine from artisanal origins or tourist areas also conveys a certain idea of the sophisticated behavior of the consumers, since the price determines the target audience, which is not indicated with wines produced and distributed in scale (Rodrigues dos Santos, 2017; de Oliveira Castro, 2021). Thus, also noteworthy that for the consumption of wines and sparkling wines, the origin of the wine favors and provides opportunities for gatherings in social groups, having as a relevant aspect the maintenance of a network, friendships, relatives, and marital relationships (Araujo et al., 2021; Delmas & Lessem, 2017). Therefore, our results shed light on some associated local wines that consumers in southern Brazil engage with through special events, tastings, and consumption. Respondents indicate that they would like to have more local wines to choose from, but consumers also show less tendency towards the experience behavior.

Finally, our research aimed to seek these descriptions of these influences, experiences, and involvement in wine consumer behavior, concluding that social, cultural, personal, and psychological factors strongly influence the consumer when buying wine. According to their purchasing experiences, the consumers are motivated and involved in buying the wine product valuing its purchase. Our findings contribute to a greater understanding of the choice behavior related to local experiences and what is essential to involve the consumer with a product, in this case wine. The data showed that

consumers are more likely to have experience and involvement with labels of premium or fine wine that provide feelings of well-being linked to family and relatives. More sophisticated aromas and flavors associated with the harvest and grape variety must also be taken into consideration. Marketing practitioners can promote actions and marketing campaigns for experiences and involvement with wines that can provide sensations, feelings, and pleasures to be an alternative to the daily life of adults.

Theoretical and practitioner implications

Understanding the wine consumption process and what influences the consumers' choice is relevant because of the importance of the world wine industry and market (Bruwer et al., 2011). For de Oliveira Castro (2021), it is easier to develop marketing strategies and actions when we understand the real preferences and behaviors of consumers when deciding to purchase certain products and/or services. Therefore, marketers trying to bring new products to market may find it useful to create activities to engage consumers, such as specific and special tasting and entertainment events. As consumers become more involved and informed, they may feel more comfortable engaging in experiential behavior (Campo et al., 2021; Todd et al., 2021).

In this context, when the marketing of wine organizations comprehends the aspirations and objectives of consumers, through a real and complete understanding of their needs, they can deliver what they want. A differential of this study is the description of how consumers choose, decide, and engage with wines. In addition, the study presents an understanding of the demographic, experiential, and involvement profile of the purchasing behavior, with the factors that influence the behavior of wine consumers from Vale dos Vinhedos in southern Brazil.

Thus, producers and professionals in the wine market can develop or improve their marketing strategies to attract and retain their customers. A strategy based on information that uses behavioral data and market intelligence can bring to the wine industry chain a constant and continuous challenge so that producers and traders can better convince consumers to buy their products (Bruwer et al., 2011; Pomarici et al., 2017).

As most national wineries are in the southern parts of the country, which benefit from ideal temperatures, sunlight and longer growing seasons compared to the rest of the country, they can benefit from other weather, sensory and experiential situations to engage with their consumers. Since these wineries are mostly unknown outside their region or the north of the country, their success will largely depend on creating demand from domestic consumers for premium wines.

In general, Brazilians do not yet have a strong involvement with wines, and cold drinks such as beer are traditional in the national cuisine. In this sense, there is a great market opportunity to educate the consumer with experiences that can lead to deeper involvement with local premium wines. According to a study conducted by Ibravin (2017), more wine consumers in Brazil actively search for information about wine on blogs, portals, and wine books.

The information provided in this study may make the purchasing and consumption decision less complicated for the analyzed audiences who will search for products marketed by producers and traders of Vale dos Vinhedos. This information in market actions needs to be applied in an innovative way to change perception and improve the opportunities that can still be discovered from this data.

Limitations and future research

Our research has some limitations. First, mainly because it was carried out digitally via google forms and the message application WhatsApp. Second, the final sample size can be considered small (112 respondents in the quantitative sample and 8 subjects in the qualitative sample). Third, it is a descriptive quantitative and qualitative analysis, in which only profile, preference and consumption behavior information were addressed.

For future research, it is suggested a qualitative study with wine consumers and producers to deepen the knowledge about the behavior of wine consumers in Vale dos Vinhedos, compared to other wine-producing regions in the country. In addition, sensory experiences at the time of purchase, consumption, and tasting where the wineries are located could be analyzed, as proposed by Campo et al. (2021). Finally, our suggested carrying out comparative studies based on the research on wine-

producing regions in southern Brazil, as well as other regions, since the country currently has approximately ten wine-production regions.

Research ethic statement

The authors declare that this study no submitted for evaluation in another journal simultaneously with the CBR or previously published in another journal.

Author contribution statement

The authors contributed equally to the paper.

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