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Collection of Abstracts

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**Consumer Behavior in Tourism Symposium
2014**

**“Tourism Mobilities beyond Place:
Time, Resources and Perspectives”**





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Abstract 8

Chinese Consumer Behavior: Luxury Wine Consumption and The Impacts on Tourism

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Keywords: consumer behavior, tourism, conspicuous consumption, luxury wine, Chinese consumers

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This study aims (1) to explore what Chinese people motivate them to consume wine, and how their motivations represent a conspicuous consumption pattern, (2) to provide the wine consumers' profile in China (3) to provide guidance to those selling fine wines to Chinese consumers both in China and abroad as they travel.

Design/methodology/approach: A self-administered motivational survey of 28 items (N = 250) was administered at the 2nd China Dalian International Wine and Dine Festival (首届大连国际葡萄酒美食节) between the 4th and 7th of July 2013. The questionnaire included 28 items using a five-point scale (1 as strongly disagree and 5 as strongly agree) that examined the motivations of purchasing wine.

Findings: The results showed that three statements had relatively higher mean scores: "I may regard luxury wine as gifts for others, to show my status"; "I buy wine and gift to others, because it helps create better relationships". In contrast, the following items appeared to be less important to the participants: "By choosing a wine product with an exotic look and design, I show my friends that I am different"; "I would buy an interesting and uncommon bottle of wine otherwise available with a plain design, to show others that I have an original taste". The findings suggest that the participants' motivations of purchasing wine are not so much about what you think of yourself as it is what you do for others.

Originality/value: While research into behaviors that surround the consumption of wine has found that Chinese consumers tend to purchase wine primarily for social occasions, don't buy wine for thirst-quenching or drinking during meals (Balestrini and Gamble 2006); research into why Chinese consumers are motivated to purchase wine are unclear. The importance of social status is vital when marketing to Chinese middle class consumers because many of their motivations. Social needs predominate over individual needs, and group goals predominate over individual ones; an individual with collectivist self-concept living in a collectivist culture emphasizing connectedness, harmony and cohesiveness with in-group members.

Research limitations/implications: The findings have implications for marketing, given the increasing purchasing power of a growing Chinese middle class that does not see one's social class as primarily reflecting one's income level. By marketing how a product will help the owner solidify status; by showing off without being seen to do so, and thereby showing maturity and subtlety, rather than ostentation; the study will help marketers look beyond buyers' income levels to understand the social and cultural factors which influence Chinese consumption patterns.



Practical implications: Chinese consumers purchase wine to reward others, to maintain good relationship with others, and to impress others. Describing another explanation for Veblen goods purchase, this study can help European and American wine marketers develop more effective positioning strategies.