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FACTORS INFLUENCING CONSUMERS' BEHAVIOUR FOR WINE AS AN IMPORTANT AGRO-FOOD PRODUCT IN KOSOVO

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Abstract

Consumer behaviour when consuming wine in Kosovo is a very complex and interesting process to be researched as well, which is attributed to every consumer who consumes wine as a product with increasing consumption by consumers. That's why our research aims to analyse the impact of factors on consumer behaviour in wine consumption, as an important agro-food product in Kosovo.

To achieve the objectives of the research and to validate the hypotheses, we have used the type of questionnaires adapted to face-to-face contact with wine consumers' at the place of purchase or during the tasting or consumption of wine. In this research were included in total 216 wine consumers in Kosovo (112 males and 104 females) of different age groups that were over 18 years of age (age groups: 18 - 25 years, 26 - 30 years, 31 - 40 years, 41 - 50 years, 51 - 60 years, and over 61 years), and different level of education, place of residence, number of family members, income, etc. The research was performed in 2021. Data processing was done through SPSS software.

Based on the results of the research, correlation analysis and ordinal regression, we claim that the most important socio-economic variables that explain the individual effects on wine purchase and consumption were taste, type, price and origin.

Also, based on the analysis of the ANOVA test, we conclude that consumer behaviour when consuming wine varies depending on the socio-economic and socio-demographic factors of consumers.

***Key words**: Consumer behaviour, Wine, Influencing factors, Product, Agro-food.*

1. Introduction

Wine production and vineyards growing are one of the most important agri-food sectors in Kosovo in terms of production and international trade, since wine is one of the main exported agri-food products [1]. Wine growing and wine making continue to provide a significant contribution to the Kosovo economy [2]. The domestic wine industry, which exports a large share of its production, is keen to increase its presence or share of the production in the domestic market (aiming at substituting imports, which are strongly present especially in the upper end market segments), as part of market diversification and risk reduction strategy [3, 4].

The development of consumer behaviour was supported by the theory of reasoned actions (TRA) by Fishbein and Ajzen, [5]. This theory explores motivational influences on behaviour that is under the purview of an individual on his own will to provide a framework of consumer behaviour. Sheppard *et al.*, [6], stated that the TRA provides a relatively simple basis for the prediction of attitude and prediction about behaviour. Consumers have a need to know what they purchase to satisfy their needs and wants. Food knowledge is an important factor that can affect consumer behaviour in which knowledge is cognitive learning [7]. Food has a central position in the life of consumers. It is the source of nutrition and hedonic experiences, it serves a social and cultural function, and accounts for a major share of consumer expenditure. Yet consumer behaviour with respect to foods has not attracted much systematic attention by consumer behaviour researchers. At least part of the difficulty in conducting research in this important area lies in the complexity and diversity of the influences at work in food choice and consumption, and in

the fact that such research requires knowledge of the concepts of and insights from a wide range of science and social science disciplines, including food science, nutrition, medicine, psychology, physiology, psychophysics, sociology, economics, marketing, and anthropology [8]. Over the last decade, the wine industry became a highly competitive sector due to the coming of the new world wine countries on the market and the changes in consumers' consumption habits towards different alcoholic beverages [9, 10, and 11]. To address this competitive environment, wineries have to rethink their offer, adapting their business strategies and production processes. More specifically, they have to focus on consumers and their preferences to implement effective differentiation strategies. Acknowledging the role of consumers enables them to embed their favourite characteristics in the product to convey a widely accepted wine on the market [11]. The special characteristics of the wine industry create an ideal context in which to analyse exploratory consumer behaviour. The wine sector has, in recent years, undergone an evolution marked by an increase in market competition [12]. Wine is a product with an immediate effect on the consumer and a high level of differentiation, so customer orientation is a fundamental determinant of the competitive advantage of a company [13]. This form of behaviour involves the reasons why, when, where, how often and what people buy, how often they use the purchased items, how they evaluate them after the purchase and in which way these factors influence their future purchases [14]. Consumers are often concerned about the quality and safety of locally-produced food [15]. In general, ranges of several factors affect consumers' purchasing behaviour, which leads to a difference in ways in which consumers' approach wines. Socio-demographic differences, personal characteristics, and sensory preferences are essential to distinguish new from longer-term wine buyers [16].

Having in mind that consumer behaviour when consuming wine in Kosovo is a very complex and interesting process to be researched as well, our research aim was to analyse the impact of different factors on consumer behaviour in wine consumption, in Kosovo.

2. Materials and Methods

This study was conducted through direct interviews with wine consumers (depending on how much wine consumers consume, on a daily, weekly or monthly basis). The research was conducted in Pristina - the capital of Kosovo in 2021. This selection of the sample is best shown by the author Zhllima *at al.*, [4], in his study, which shows that, Pristina is the largest urban community in the country, with highest concentration of income and purchasing power, and therefore a driving market for quality products such as wine. The structured questionnaire was designed to determine the factors influencing consumers 'perceived demand towards wine, using a random sampling technique. All interviews were conducted with wine consumers over the age of 18 (in fact, the age over 18 of the interviewed consumers is the minimum legal age for drinking alcoholic beverages, respectively wine consumption in Kosovo). Such a statement of the study has been confirmed from author Stanco *et al.,* [11], who has stated that his study was carried out by interviewing a convenient sample of regular wine consumers (i.e., consumers' who drink wine at least once a month) older than 18 years (the minimum legal age for drinking alcoholic beverages in Italy). The realization of interviews with wine consumers has lasted approximately seven months. Completing one questionnaire took on average 25 minutes for an interview conducted, asking questions from the research team, getting answers from consumers and recording directly their assertions in the questionnaire. All consumers participating in this research were asked in advance whether they are wine consumers and whether they are willing to answer the questions posed by us, thankfully all consumers understood our study and more willingly answered our questions. A total of 216 interviews with wine consumers were conducted, while some questionnaires (approximately 25 questionnaires) that were considered not complete by the research team were removed and are not part of the data presented. Statistical data represent the result achieved by 216 wine consumers (Table 1).

Table 1. Research design

Objectives of the research	Analysis of influence factors on consumer behaviour in the consumption of wine as an important agri-food product in Kosovo
Research strategy and plan	Qualitative and quantitative research
Data acquisition method	Detailed questionnaire survey
Data sources	Consumers'
Criteria for selection of respondents	< 210 consumers'. Sampling by random method, separated by gender (female and male consumers, approximately equally divided), different age groups and place of interviews. Consumers' consuming wine over the age of 18

Source: Horská *et al.,* 2020 [17]. Own processing (the data of this research are adapted according to the field of our research).

3. Results and Discussion

The data presented in Table 2 show consumers' data based on socio-demographic and socio-economics variables profiles of consumers of wine by: age, gender, education and household income of consumers. All interviews of this research were conducted with wine consumers, at least aged 18 years, or if we refer to the age group of consumers in Table 2, the interviews are presented with consumers of all ages (over 18 years old). The age group of consumers with the highest percentage in this research is the age group 41 - 50 years with 30.6% of the participant, approximately with an approximate participation also participates the age group 31 - 40 years with 29.2%. While if we refer to the gender aspect of consumers then it turns out that the realization of interviews with female consumers represent 48.1% of interviewed consumers, while male consumers participate with 51.9%.

In the case of our research, we wanted to get acquainted with the impact of socio-economic and socio-demographic factors on consumer behaviour when buying wine as an important product in the Kosovo market, also for the socio-demographic factors such as: age, gender and income have been explored vis a vis with the product attributes/factors. Author Zhllima *et al.,* [4, 18], in their papers has written for those factors and reflecting the benefit of collected evidence for helping wine producer to follow market segmentation based strategies. If we refer to the data of the interviewed consumers from the aspect of their level of education, surprisingly an interesting representation of them has occurred. The data shows that the level of education of most wine consumers in Kosovo according to the results of this research have high level of education, respectively University/College level (Bsc, MSc, PhD, etc.), with a participation of 92.5% of wine customers interviewed. According to the Table 2, we can say that the age group 31 - 40 years old and 41 - 50 years old are definitely the age groups that consume the most wine in Kosovo and this data is best shown in our research we had with wine consumers, where the random way of selecting the sample refers

Table 2. Socio-demographic and socio-economics profiles of consumers of wine by age, gender, education and household income of consumers

Socio-demographic and socio-economics		Frequency (n = 216)	Percentage
Age of consumers	18 - 25 years	22	10.1
	26 - 30 years	25	11.5
	31 - 40 years	63	29.2
	41 - 50 years	66	30.6
	51 - 60 years	36	16.7
	Over 61 years	4	1.9
	Total	216	100
Gender	Male	112	51.9
	Female	104	48.1
	Total	216	100
Education	Primary	4	1.9
	Secondary	12	5.6
	University/college (BSc, MSc, PhD, etc.)	200	92.5
	Total	216	100
Household Income	Up to - 200 €	26	12.0
	201 - 400 €	33	15.3
	401 - 600 €	41	18.9
	601 - 800 €	74	34.3
	801 - 1000 €	26	12.1
	Over 1001 €	16	7.4
	Total	216	100
Number of family members	1 - 2 members	5	2.3
	3 - 4 members	30	13.9
	5 - 6 members	34	15.7
	7 - 8 members	50	23.1
	9 - 10 members	56	25.9
	Over 11 members	41	19.1
	Total	216	100

Source: Own processing.

exactly to the largest number of interviews conducted with these age groups (age group 31 - 40 years and 41 - 50 years old). Female wine consumers are almost equal in wine consumption compared to male consumers, this data can give us the chance to claim that female consumers in Kosovo, are constantly showing an increase in their number when consuming wine.

In terms of socio-economic factors, respectively the level of consumer income show that the participation of consumers with the level of income from 601 - 800 € participates with 34.3%, followed by the other level of income from 401 - 600 € with participation of 18.9% and the level of customer revenues from 201 - 400 € with a share of 15.3%. In contrast to these three levels of high-income customers mentioned, the share of customers with the highest level of income over 1,001 € participates with 7.4%, and the other level of customers with income from 801 - 1,000 €, with a share of 12.1% of customers interviewed. Surprisingly, consumers with income levels up to 200 €, consume wine despite the fact that the average price of table wine (in 2015) in Kosovo was 0.47 €/litter, while the average price of table wine (in 2015) in Kosovo was 0.47 €/litter, while the average price of quality wine in Kosovo (in 2015) was 2.47 €/litter [19]. Based on the data presented above we can state that, consumers with the highest level of income tend to consume more wine, followed by the group of consumers with their average level of income (401€ - 600€ and 601 € - 800 €). We can also state that low-income consumers (up to 200 € and 201 € - 400 €) are wine consumers in Kosovo, which means that these consumers consume low-price wine even against their desire to consume quality wine at higher prices. So, the lever of consumer income has been shown to be determinant of consumers' desires to consume the type of wine based on the quality, taste and price of wine.

The number of family members of consumers interviewed in Kosovo is quite large, compared to the number of family members in developed countries of the European Union. These data shows that 19.1% of the interviewed consumers stated that they live in a family with more than 11 members, 25.9% of consumers have stated that they live in families with the 9 - 10 members, 23.1% of consumers have 7 - 8 members in their families, and 15.7 % of respondents have 5 - 6 family members. Smallest percentage of interviewed customers stated that they live with a smaller number of customers in the family (from 1 - 2 members - 2.3% of interviewed customers, and 13.9% live in households with 3 - 4 family members). Consumers with the largest number of family members have shown that they are also the largest consumers of wine in Kosovo. This is best attributed to the behaviour of consumers and the importance of wine as an important product in almost every family in Kosovo.

Structure of consumers' of wine by residence, place of purchase, what kind of wine do they consume the most, how often do they consume wine, number of family members consuming wine is shown in Table 3.

The data presented in Table 3, show that the place of purchase/consumption of wine by consumers in most cases is the supermarket (65%), followed by restaurants and bars (21.7%), and for 13% preferred place to buy wine are wine producers. Consumers' behaviour and their preference to buy wine in the supermarket, best shows the fact that wine consumption in Kosovo in most cases is preferred to be consumed accompanied by family members and definitely the ways of buying and consuming wine are related with income level, number of family members, and level of education and gender of consumers. The continuous increase of wine consumption in Kosovo gives us the chance to affirm

Table 3. Structure of consumers' of wine by residence, place of purchase, what kind of wine do they consume the most, how often do they consume wine, number of family members consuming wine

Description of variables		Frequency (n = 216)	Percentage
Place of purchase	Wine producers	28	13.0
	Supermarkets	141	65.3
	Restaurants and Bars	47	21.7
	Total	216	100
What kind of wine do they consume the most	Red wine	145	67.1
	White wine	66	30.6
	Pink wine	5	2.3
	Total	216	100
How often do they consume wine	Once a week	43	19.91
	Occasionally (twice a week)	109	50.46
	Regularly (to five times a week)	64	29.63
	Total	216	100

Source: Own processing.

that wine as an important product in Kosovo, can be a continuous part of the increase of its consumption in every meal for families that consume it.

According to the author Govindasamy *et al.,* [16], the first issue of a wine-consumer behaviour study is to find out when, where, and on what kind of occasions do people usually drink wine, whether they drink it more often or less frequently than before, and what are the main reasons of these changes. Consumers in Kosovo declare that prefer to consume more red wine with 67.1%, and 30.6% of consumers claimed that they prefer to consume white wine, whereas only 2.3% prefer to consume rose wine. Consumers have stated that they prefer to consume wine twice a week (50.46%), while 29.63% of consumers prefer to consume wine more often (up to 5 times a week), and 19.91% of consumers prefer to consume wine rarely.

In Table 4 are presented the factors which influence on consumers behaviour when consumers buying and consuming wine.

According to Gunay and Baker, [20], it is very important to understand the factors influencing consumers' behaviour. The reason is to keep not only existing customers, but also to attract new ones and gain a competitive advantage in the market. Recognizing consumers' wants and needs will help companies to identify what to produce in order to satisfy customers' requirements better than their competitors. The most influential factor to wine consumers in Kosovo has been shown to be the type of wine (42.1%), and the second most influential factor is the taste (38%). The price (10.6%) and the origin of wine (5.1%) are less important factors for consumers when buying and consuming wine.

When wine consumers were asked about the impact on the type of the wine they consume, their answers showed that the type of wine have high impact on their behaviour (56%), while 27.3% of consumers consider that the type of wine they are consuming have medium impact. This is the best indicator which shows that the type of wine is the most influential factor (Table 4) in consumer behaviour when buying and consuming wine. Wine taste is also considered by consumers as influential factor in their behaviour. 47.7%, and 41.2% of consumers stated that wine taste has a very high impact on their behaviour when buying and consuming wine. The findings in our study are approximately similar to the data found from the author Zhllima *et al.,* [4], where the attributes chosen for their studied objective were price, type, origin and taste of wine.

In this research we investigated the correlation between self-evaluation of consumer knowledge for wine and reading of label of the wine (Table 5).

Correlation analysis shows that there is a moderate positive linear correlation between reading of the wine label and self-evaluation of consumer knowledge for

Table 4. Factors influencing consumers' behaviour towards wine

Description/factors influencing		Frequency (n = 216)	Percentage
Which are the factors influencing to consumption of wine	Taste	82	38.0
	Type	91	42.1
	Price	23	10.6
	Seniority of wine	3	1.4
	Origin	11	5.1
	Brand	6	2.8
	Total	216	100
How do you consider the type of the wine you consume	Very low	1	0.5
	Low enough	16	7.4
	Average	59	27.3
	High	121	56.0
	Very high	19	8.8
	Total	216	100.0
How do you consider the taste of the wine you consume	Very low	9	4.2
	Average	15	6.9
	High	103	47.7
	Very high	89	41.2
	Total	216	100.0

Source: Own processing.

Table 5. Correlation between self-evaluation of consumer knowledge for wine and reading of label of the wine

Correlations		Reading of the label of the wine
Self-evaluation of consumer knowledge for wine	Pearson correlation	.603**
	Sig. (2-tailed)	.000
	N	216

**. Correlation is significant at the 0.01 level (2-tailed).

wine, since the correlation coefficient is r = 604 and p < 0.01, which means that the two variables are in direct proportion to each other.

Table 6, presents the Pearson correlation analysis, which was used to test the linear relationship between the independent variables, to see the direction the dependent variable will take (the decision to buy a wine brand) when the variables of independent (wine content, percentage of alcohol, the variety of grapes, origin, year of production and brand).

Pearson correlation coefficient between reasons for choosing to purchase a particular wine brand showed that:
- Wine content is r = .295 and p < .01, which indicates that there is a weak positive linear relationship.
- Percentage of alcohol is r = .495 and p < .01, which indicates that there is a weak positive linear relationship.
- The variety of grapes is r = .522 and p < .01, which indicates that there is a moderate positive linear relationship.
- Origin is r = .554 and p < .01 indicates that there is a moderate positive linear relationship.
- Year of production is r = .432 and p < .01 indicates that there is a weak positive linear relationship.
- Brand is r = .561 and p < .01 indicates that there is a moderate positive linear relationship.

Ordinal regression was used to measure the impact of each factor on the reason for choosing to purchase a particular wine brand. Based on the model adaptation information, i.e., model fitting information which expresses the values of -2 log-probability i.e., the values for the base and the final model and through a chi-square test the difference between -2LL for both models. Significance value (p = .000) showed that the model provides good predictions regarding the impact of wine content, percentage of alcohol, variety of grapes, origin, year of production, brand on reason for choosing to purchase a particular wine brand.

Also, statistics according to goodness-of-fit measures show that the monitored data are consistent with the model. The model fits well, as it turned out that the value of each statistic is small and the level of significance is large. Therefore, we conclude that the model fits well given that p > 0.05, because good models have a high level of significance.

Table 7 shows the pseudo R-square on reasons for choosing to purchase a particular wine brand, where the value of R2 (e.g., Nagelkerke = 27.4%) explains that wine content has an impact on reason for choosing to purchase a particular wine brand by 27.4%, Percentage of alcohol has an impact by 40.2%, the variety of grapes has an impact with 61.1%, origin with 64.9%, Year of production with 48.1% and brand with 69.9% on reason for choosing to purchase a particular wine brand.

Table 6. Rely on purchase of wine and factors influencing of consumers' behaviour

Correlations		Wine content	% of alcohol	Variety of grapes	Origin	Year of production	Brand
During my purchase of wine, I rely on:	Pearson correlation	.295**	.495**	.522**	.554**	.432**	.561**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	216	216	216	216	216	216

**. Correlation is significant at the 0.01 level (2 tailed).

Table 7. Ordinal regression (link function: Logit).

Pseudo R-Square	Wine content	% of alcohol	Variety of grapes	Origin	Year of production	Brand
Cox and Snell	.314	.421	.551	.490	.300	.454
Nagelkerke	.274	.402	.611	.649	.481	.699
McFadden	.352	.294	.332	.377	.214	.421

4. Conclusions

- Wine producers in Kosovo should be oriented towards the production of wines based on consumer behaviour, as more and more the market consumers have the opportunity to choose different types of wine. If we refer to consumer behaviour, this research shows that the attitude of consumers towards the purchase and consumption of wine varies based on the influence of factors, and that in our study these factors are best identified for Kosovo (taste, type, price, origin).
- Analysis of socio-economic and socio-demographic variables in this study has shown that the influence of factors is directly related to consumer behaviour in the purchase and consumption of wine.
- Data from the Ministry of Agriculture, Forestry and Rural Development show that the price of table wine (average price 0.47 €/litter) is not high and that all consumers regardless their income have the opportunity to buy and consume table wine. The highest quality wine is at a higher price (average price 2.47 €/litter) and some lower income consumers (below 450 €/month), do not have the opportunity to consume this type of wine although we fully believe that this wine (high quality wine), would be their favourite wine for purchase and consumption.
- The place where consumers prefer to buy the most wine is the supermarket (approximately 65%). This finding can best serve for the orientation of wine producers, in order to promote and have the opportunity to place their wines in strategic places.
- Approximately 50% of consumers prefer to consume wine twice a week and the most preferred type of wine by them (consumers) is red wine (approximately 67%).

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