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**Enduring Involvement with Wine and Related Behaviour: A Study of Nigerian Consumers**

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## **Enduring Involvement with Wine and Related Behaviour: A Study of Nigerian Consumers**

### **Abstract**

Wine consumption has become an important aspect of the Nigerian social life cumulating into an emerging market for wines and wine products. The reasons behind the increase in the consumption and the associated market are not known or at best sketchy. To explore the rationale behind the growth in the market, this study investigated the factors that influence the consumer behaviours relevant to wine use from an enduring involvement perspective. A multi-sampling procedure was adopted to select 487 respondents from three geo-political zones. Factor analysis, reliability test and multiple regression were conducted using the Stata 12 software. Findings show that the amount of money spent on wine was dependent on the enduring involvement variables of the consumer. Wine related lifestyles, pleasure/interest, age and educational qualification of the consumer influenced the amount of Naira spent on wine consumption. Wine related lifestyles and self-image/sign value, knowledge availability and disposable household income influenced the number of bottles of wine purchased. The wine market will consistently and sustainably expand as per capita income increases and well distributed. A study to segment the market is recommended.

**Keywords:** Enduring involvement, Wine, Consumer behaviour, Nigerian consumers, Wine consumers

### **Introduction**

From a production point of view, Nigeria is not a wine country, however from the consumer angle it is an emerging market with a very high population of about 160 million potential consumers. According to WHO (2004), the popularity of wine as an alcoholic beverage was low until the early 1990s. Ever since, there has been a growing consumer demand for the product and its consumption often is seen as exclusive to the group elites in the society. Foreign wineries in Europe, South Africa and South America countries like Chile and Argentina are the main suppliers of wine into the Nigerian market with Europe accounting for about 60% share of the market by volume while South Africa has 22% (Adewunmi 2012). So the future of the market depends on understanding what the drivers are.

The consumers are one of the most important determinants of a successful market. Appreciation of what consumers want to buy and why, is important to consumer studies and must be founded on the principle of satisfying consumer needs. Consumer acquisition behaviour is a function of meeting a need. Peoples' needs are not always rational or obvious. So why do consumers need wine? The answer creates a consumer-product relationship that is dependent on the product's ability to meet the inherent needs of the consumers. According to Maslow (1954), products often involve emotion. The products that meet needs must create an arousal of emotion (Andrews, Durvasula & Akhter 1990; Ogbeide & Bruwer 2013). Products such as wines have been studied to meet consumers' need for socialisation and is expected by consumers to communicate the emotional and physical or functional relevance of the need (Burns 1979; Rosenberg 1989).

Human beings live in a consumption driven society, thus it is easy to see how consumption permeates individuals' lives in many ways. Consumers have shown hedonism about certain products. Products like wine, holiday travel and tourism package amongst other

reasons can be acquired for their hedonic qualities due to their capacity to meet the need of enjoyment, fun, pleasure, or distraction from work or anxiety (Ogbeide & Bruwer 2013). Statistics abound on consumers' products usage that show a seemingly unending appetite of consumers for products. To purchase and consume wine, consumers go through thought processes, feelings, and demonstrate behaviours that expose them to information search, analysis and actions to fulfill the need (Kotler et al. 2003; Lake 2009; McCarthy et al. 1994; Schiffman & Kanuk 2006). Therefore, consumer behaviour describes the process that leads to and determines the why, what, who, when, and how of what type of wines consumers purchase in a way that reinforces their self-image, sustains their lifestyle, expresses their identity culturally as a group (or part of it) and/or gains recognition within their own group (Lake 2009). How well wine meets the needs of consumers determines the effort put towards the buying processes and propensity to use or dispose it (Dunn 2008).

The positive attitude of the Nigerian consumers toward wine consumption has been attributed to the emergence of the middle class structure in the society (Shaw 2012). This group of consumers from the social demographic perspective represent the young people majority with tertiary qualifications, in middle management employment (Shaw 2012; Halstead 2013). However, social demographic indicators can situate consumers within the same age, education and income groups, yet they have different interests and lifestyles (Ogbeide & Bruwer 2013). Therefore understanding the complex decisions consumers make in the wine buying and consumption processes and the drivers of these decisions help to define a typical wine consumer (Goodman, Lockshin, & Cohen 2008; Bruwer & Li 2007; Lockshin et al. 2009; Ogbeide & Bruwer 2013).

This study sets out to deconstruct the factors that influence the Nigeria wine market; particularly to determine the drivers of consumer behaviour towards wine. This study is important as not much is known about what motivates or creates the change in the alcohol consumption pattern and to assume it is the emergence of the middle class structure can be a disservice to consumer psychology. This study attempts to use one of the concepts of motivation – involvement with emphasis of consumer enduring involvement with wine. The construct of involvement has been used extensively for many products in many countries, however, this is a seminal study using both the construct and the product - wine in Nigeria. This study is important, aside from meeting the objectives of the empirical investigation pioneers the building of academic literature on the Nigerian wine consumer behaviours.

## **Literature Review**

### **Consumer behaviour in wine consumption**

Human behaviour follows through patterns and is best understood through inference that is guided by a purpose that leads to a goal or the satisfaction of some needs. Need or goal-directed behaviour serves the vital functions of meeting the wine needs of consumers and the behaviours vary with the type of needs and the environment (Douglas & Craig 2011). Consumers use wine buying and consumption process symbolically. These processes can be used to signal to others that they somehow belong to the same or different social group (Jenkins 1996; Molnar & Lamont 2002).

Consumption and in particular of wine is more complex than as it is implied in economics. That puts the economics definition at cross road with behavioural meaning. According to Dunn (2008), apart from the standard economics definition of consumption, behavioural and cultural interpretations of it is vital and create the important central dynamics

between products, their consumers and the environment. Consumption arguably involves a vast range of human practices, mental and feeling states (shopping, buying, using, possessing, displaying, maintaining, collecting, wasting, desiring, daydreaming or fantasizing), all of which involve complex interactions and attachments to an infinite variety of objects and experiences (Dunn 2008; Warde 2005).

The role of knowledge in wine consumption is immense because of the aesthetic and complex nature of the product (Becker et al. 2014; Lockshin 2009). Product knowledge, whether intrinsic or extrinsic are very important to consumers making purchase decisions and are expressed from proficiency or familiarity perspective (Alba & Hutchinson, 1987). Consumers' knowledge makes useful evaluation during the purchase and consumption of wine possible. When consumers purchase or consume wine frequently, they gain experience and become familiar with the product and the buying processes (Alba & Hutchinson, 1987, Ogbeide & Bruwer, 2013). Familiarity can therefore serve as a substitute approach to formal training on wine acquisition and its assessment. Hence, familiarity gives a feeling of security and consequently an indifferent attitude toward risk.

Wine consumers consumption behaviour varies and can be dependent on a lot of factors such as psychographics, employment status, income level, educational attainment or the stage of the family life cycle they occupy. Gye (2012) and Tepper (2014) noted that red wine consumers are more likely to have a tertiary education, be married and drink more frequently. Furthermore, in a family life cycle path, income and age may be the most associated causal factors that influence consumption of wine (Hawkins, Del & Best 2003; Quester & Smart, 1998). Hence, it was argued that wine consumers must have the time for their pursuit of wine related lifestyle and the financial resources to support the interest (Charters & Pettigrew, 2006).

### **Consumer involvement**

Involvement as a construct in consumer studies explores the motivational consumer-object relationship based on the inherent needs of the consumer (Camacho 1995; Rothschild 1984; Zaichkowsky 1985). Beharrell and Dennison (1995) opined that consumer involvement must have motivational force strong enough to cause an arousal toward a particular goal and the level of arousal can be influenced by prevailing situation. Hence consumers' involvements with products have been studied to be dependent on the relevance of the needs the products meet to the consumer (Bloch & Richins 1983; Havitz & Mannell 2005; Laurent & Kapferer 1985; McQuarrie & Munson 1987).

Schiffman & Kanuk (2006) noted that involvement is not a stable state the consumers are in with all products but with individual products. That is why for some products, consumers show indifference and for others great passion. The role the product play for the consumer among other things determines the involvement condition which has a three angle measurement that includes the direction, intensity and the persistency (Akhter 1990; Schiffman & Kanuk 2006).

The whole concept of involvement has been studied to have two main variants; the situational involvement and enduring involvement (Schiffman & Kanuk 2006). Situational involvement does impact on the cognitive ability of consumers to process information or process same information the same or different ways (Schiffman & Kanuk 2006). Situations such as special promotion, discount price, 'End of Year or Season' bonanza influence situational involvement hence it is said to be ephemeral and external to the consumer. It causes a movement within each level of involvement, not enough to cause a shift between levels. That

is why it does not affect the stability of enduring involvement but causes a fluctuation within it (O’Cass 2000).

Consumer enduring involvement as conceptualised is the heart and soul of involvement construct (Rothschild 1984; Zaichkowsky 1985). In this regard, Bloch and Richins, (1983) opined that enduring involvement is a psychological, cross-situational perception of product relevance based on the strength of a product’s relationship with an individual’s emotion and values. Therefore enduring involvement with wine situates permanently on the ability of the product to express the inner needs of the consumer (Ogbeide & Bruwer 2013).

The inner-needs-enduringly-involved wine consumers meet the dimensions of enduring involvement, Ogbeide and Bruwer (2013) indicated the dimensions - self-image/sign value, wine related lifestyle and pleasure/interest arguably create the consumers’ involvement spectrum that are durable, stable and ongoing and, helps to defines consumers’ level of involvement.

### **Wine and enduring involvement**

According to Li and Su (2006), wine is a social product whose choice can be influenced by the inherent needs of the consumers, the product attributes and the consumption occasion. Therefore wine choice can be inferred to be dependent on the consumer enduring involvement with the product. Hall et al. (2001) described wine as an interesting product to study as consumers look for different attributes, or value the same attributes differently, depending on the circumstances in which the wine is meant to be consumed. Wine is full of aesthetic value and that the price differences in wine are largely unrelated to production costs or the wine connoisseurs report after blind tasting and that even experts are at loss when it comes to describing and comparing different wines simply from the taste (Beckert et al. 2014).

Wine is perceived to be complex. It is perhaps best to argue that complexity is an intangible rather than a physical attribute. The complexity of wine has been studied—not in relation to any physical aspect of it—but the subtle qualities such as region, sub region, country of origin, the vintage, the grape variety or blend, the producer or the *négociant*, wine style, wine maker, and the specific vineyard that engage the consumers’ interest (Lockshin 2009). All these quality attributes represent a core of knowledge desired by wine consumers and the level of desirability is amongst others a function of the consumer enduring involvement. Therefore, the complexity of wine can be assessed by how much the effect of the various wine elements, harmoniously knit together, impart a sensation that is intriguing and provocative, and engages the mind or captures the consumers’ interest (Edwards & Mort 1991; Mueller & Umberger 2009).

Therefore wine complexity cannot be generalised since it is not a single state; it can be affected by psychological factors and previous experience of the drinker. Earlier study by Koewn and Casey (1995) noted that the taste of wine is the most important attribute considered by wine consumers. Cohen and Cohen (2011) exploring the relationship between taste and consumer choice of wine found that taste has a strong relationship with choice because it delivers pleasure to the drinkers.

### **The Dimensions of enduring involvement with wine**

The dimensions of wine enduring involvement are the various inherent needs that the consumers want to satisfy with wine. They range from social to self-esteem and include self-

image/sign value, pleasure/interest and lifestyle/enjoyment dimensions of wine enduring involvement.

### **The Pleasure/interest Dimension**

Consumers are motivated into wine consumption by the pleasure, sensuous indulgence and socialisation that are associated with the product. Wine as a beverage gives a pleasure benefit socially and psychologically (Ogbeide & Bruwer 2013; Romani & Gistri 2008) and different pleasure benefit patterns subsist according to the levels. When wine is consumed, the emotional and the sensory attributes of consumers interplay in the consumption experience (Allen, Machleit & Kleine 1992). Wine consumption also communicates personality, culture, value, interest and the ego of the drinkers (Belk, Wallendorf & Sherry 1989). Pleasure enhances the significance and importance of wine in the users' lives, thereby creating and sustaining more interest and attention.

### **Wine-related Lifestyle/enjoyment Dimension**

Wine-related lifestyle refers to wine related behaviours, activities or actions that are carried out over a long period of time. It is a demonstration of high enduring involvement with wine; this not only enhances drinkers' knowledge, but also self-confidence and enjoyment. It has been found to influence attitudes and also builds friendships through the gaining and sharing of related knowledge (Medina 2005). Ogbeide and Bruwer (2013) noted that the degree of expression of wine related lifestyle is affected by the level of wine enduring involvement. For high enduring involvement consumers, the lifestyle provides access to practical information about wine and an opportunity for opinion leadership. For low enduring involvement consumers, low participation, cognition and consumption can be the hallmarks of their wine-related lifestyle.

David (2007) observed that wine-related lifestyle provides a forum to learn about wine, and also share wine knowledge with others. Visits to wineries, wine club participation, wine drinking, tasting and appreciation are some of the characteristic expressions typical of this dimension.

### **The Self-image/sign value Dimension**

According to Sirgy and Johar (1985), self-image congruity model is set on the assumption that there is cognitive matching between the inherent value expressed by given product and that of the consumers' self-image. Ogbeide and Bruwer (2013) argued that individuals have thoughts and feelings and do create an image of them or assign them values that are either positive or negative. The image or value outcomes is transmitted to the individual's internal and external environments, including the marketing environment (Rosenberg 1989). The self-image dimension of wine consumers is reflective of their subjective thought about themselves and the images they form about wine. When consumers buy or consume wine, they incorporate all the self-image dimensions into the process (Ogbeide & Bruwer 2013; Burns 1979).

Wine consumers translate these abstract social needs into behaviours that influence the kind and quantity of wine they purchase and consume. Therefore wine as a social product extends the consumers' self-concept and high enduringly involved consumers purchase products that promote their desired or ideal self-image (Beerli, Díaz & Pérez 2002; Ogbeide & Bruwer 2013).

## **Methodology**

Data collection was conducted from 15<sup>th</sup> December 2014 to 30<sup>th</sup> January 2015 using Questionnaires specifically designed for wine consumers in Nigeria. Nigeria is politically divided into six geopolitical zones. These are South-South, South-East, South-West., North-East, North-Central and North-West. Following this arrangement, a purposive sampling was used to pick three zones - South-South, South-East and South-West where there are no obvious religious barriers and restrictions to open alcoholic beverage consumption. The selected zones were randomly sampled to determine the cities where the administration of the questionnaire will take place. This resulted in selecting two cities from each of the three geopolitical zones. The randomly selected cities were Calabar and Port Harcourt for South-South, Lagos and Ibadan for South-West and Enugu and Onitsha for South-East.

In these cities, a convenient sampling method base on intercept of consumers at supermarket, and wine retail stores, restaurants and bar was used to obtain 487 useful sample of wine consumers. The survey was conducted during the Christmas and New Year festival period. Period as this was likely to introduce bias into the survey. To avoid this element, was the need to capture only real wine drinkers. The questionnaire was designed with a screening question that indicated only consumers that have purchased or consumed at least a bottle of wine in every month consistently for a period not less than six months prior to the survey were considered for participation in the survey. This criterion for selecting the survey participant coincide with Bruwer and Li. (2007) definition of a basic wine drinkers. Consumer purchasing wine for the first time were not surveyed as their intention for purchase and repeat purchase could not be guaranteed. Trained enumerators were used to collect data using the structured questionnaires. Five hundred questionnaires were completed by respondents but thirteen questionnaires that were improperly completed were discarded for incomplete and inconsistent information.

A total of 487 respondents were used for data analysis for the study. The data was analysed for descriptive statistics, factor analysis, reliability test, summation analysis and multiple regression. In this study, three dimensions of enduring involvement - wine related lifestyle, pleasure/interest and self-image/sign value were presented as Likert scale items. Prior to running the multiple regression models, the scale items of enduring involvement dimensions were purified by factor analysis and a reliability test was conducted for each dimension. To further increase the reliability of the scale items representing the different dimensions, the items were summated into composite variables according to the dimension they represent. All the analyses were conducted using Stata 12 software.

## **Results and discussion**

The results of the demographic profile of the respondent was first presented followed by factor analysis, reliability test and multiple regressions.

### **Characteristics of the socio-demographics of respondents**

The demographic profile of the consumer followed similar pattern of other studies of wine consumers in many other countries e.g. Riviezzo et al. (2011), Johnson and Bruwer (2003), Ogbeide et al. (2014), Duhan et al. (2014) and Bruwer and Li (2007). However the result was skewed towards male consumer with over 87% of the respondents being male and the rest were female. The skewness in terms of male representation is mainly attributed to data collection sources which were the various sales outlets where the survey was carried. The purchase of alcoholic beverages is considered more of men's activity culturally despite women being involved in consuming the product.

The result for the age of the consumers followed similar distribution pattern with Riviezzo et al. (2011) and Johnson and Bruwer (2003). The combined age group '30 - 59 years' represented more than 79% of the sample. This is an active population group that represents the productive workforce with the financial capability to carry out wine purchase and consumption. The result also shows that consumers are educated, in occupation that yield reasonable wage which enable them to carry out wine purchase and consumption. Majority of the consumers have obtained tertiary qualifications and are professionals in their job thus making them earn high income.

Table 1. Social demographic statistics. Sample size = 487 respondents

Main variables	sub variables	Percentage distribution
Gender	Male	87.5
	Female	12.5
Age	18 - 29 years	11.7
	30 - 39 years	31.0
	40 - 49 years	29.4
	50 - 59 years	18.7
	60 years and over	9.2
Marital status	Single	24.4
	Married/Cohabiting	68.6
	Divorce/ separated	1.6
	Widow/widower	5.4
Education	First School leaving certificate	4.9
	Secondary School certificate	11.5
	OND/NCE	12.3
	Bachelor's degree/HND	36.6
	Higher degrees	31.4
	Others (Please specify)	3.3
Occupation	Sole trader	23.6
	Teacher/lecturer	21.6
	Civil Servant	18.1
	Banker/Accountant	7.4
	Medical Doctor	4.1
	Engineer	8.8
	Others (Please specify)	16.4
Monthly income	₦ 25,000 to ₦ 90,000	8.4
	₦90,001 to ₦140,000	18.3
	₦140,001 to ₦190,000	4.9
	₦190,001 to ₦240,000	7.0
	₦240,001 to ₦290,000	8.4
	₦290,001 to ₦340,000	11.7
	₦340,000 plus	41.3

Note: Amount in Naira (₦1.00 = 0.006 USD).

Some of these variables often interact or influence others in the ability of the consumers to fulfil their enduring involvement. The educational qualification and the occupation of the consumers can shape household income and determine the purchasing power of consumers and regularity to consume wine. The quality of these characteristics as evident in the survey attest to the respondents' capacity (high income) to purchase wine. The result supports Hawkins, Del and Best (2003). Almost 69% of the respondents were married or cohabiting. The result indicates that married/co-habiting couple are more likely to be wine drinkers. This result supports Gye (2012) and Tepper (2014) that consumers that drink red wine are more likely to have a degree, be married and drink more frequently.



## Result of factor analysis and reliability test

Prior to running the multiple regression models, the scale items used to measure enduring involvement dimensions were purified by factor analysis and the reliability of the items were determined. The scale items according to the dimension of enduring involvement were also summated. The result of factor analysis and reliability test is presented in Table 2. The factor loading of the variables (variance), multicollinearity and the measure of sampling adequacy were used to determine the observed variables that represented the various latent variables. Three dimensions - wine related lifestyle (five items), pleasure/interest (eight items) and self-image/sign value (five items) of enduring involvement were analysed. Four of the items representing wine related lifestyle dimension, five items each that represented pleasure/interest and self-image/sign value dimensions yielded factor loading that was above the recommended threshold of 0.5 with no multicollinearity.

Table 2 Factor analysis and reliability test

	<i>variance</i>
<b>Wine related lifestyle</b>	
I would like join a wine club. Adapted from David (2007)	0.77
I like to have a collection of wine. (Bruwer & Li, 2007; Ogbeide & Bruwer 2013)	0.75
I have made good friends through wine related activities. (Adapted from literature)	0.75
I drink a glass of wine every day. (Adapted from literature)	0.68
<b>Wine related lifestyle; Cronbach Alpha: 0.75</b>	
<b>Pleasure/interest</b>	
	<i>variance</i>
I enjoy shopping for wine. (Adapted from literature)	0.68
It gives me pleasure to share a bottle of wine with friends. (Adapted from literature)	0.66
I enjoy trying different wines. (Adapted from literature)	0.80
I have enough wine knowledge to make the right purchase decisions all the time. (Bruwer 2002)	0.58
I drink wine because I like the taste. (Ogbeide & Bruwer 2013; Espejel, Fandos, & Flavian, 2009)	0.61
<b>Pleasure/interest; Cronbach Alpha: 0.73</b>	
<b>Consumers' self-image/sign value</b>	
	<i>variance</i>
I like shopping for wine as the wine I buy, says something about me. (Adapted from literature)	0.70
The wine I buy is important to me. (Ogbeide & Bruwer 2013)	0.54
Wine is my first choice of alcoholic beverage. (Ogbeide & Bruwer 2013)	0.53
I will still drink wine even when price goes up. (Ogbeide & Bruwer 2013)	0.57
I am confident in my ability to choose wine in a liquor store. (Kapferer & Laurent, 1993)	0.64
<b>Consumers' self-image/sign value; Cronbach Alpha: 0.75</b>	

Apart from the factor loading for each of the reported items being above 0.5, the multicollinearity was considered in the choice of the items retained in accordance with Hair et al., (2010) and Tabachnick and Fidell (2007). All observed variables that had multicollinearity were deleted from analysis. The values of Kaiser-Meyer-Olkin's measure of sampling adequacy (KMO-MSA) were equal to or above 0.5 which represented level of acceptance. Cronbach's alpha values for wine related lifestyle, pleasure/interest and self-image/sign value dimensions of enduring involvement with wine were above 0.7 threshold, an indication of a strong reliability of the variables to represent the dimensions of enduring involvement as recommended Hair et al., (2010).

## Result of consumer behaviour

Presenting the result, it was obvious that every purchase made is gear towards meeting or satisfying a need. The favourability or otherwise of the motivation and social demographics of the consumers determined whether the need can be met and the type of behaviours exhibited by consumers. Therefore the results presented relate to how the enduring involvement variables

affect the consumer behaviour in terms of the amount spent on wine and the number of bottles purchased/consumed. The enduring involvement variables comprised the dimensions and the social demographics of the consumers – they influence each other to determine consumers' behaviours.

### **The amounts spent on wine purchase and enduring involvement variables of the consumers**

The null hypothesis was that there is no relationship between the amount spent on wine purchase and enduring involvement variables of the consumer. The hypothesis was evaluated based on the p-values associated with the F statistics of the multivariate tests. The null hypothesis was rejected as the p-value was less than 0.05. The overall relationships between the outcome variable and the predictor - enduring involvement variables were significant, at  $p < 0.001$  indicating that the amount of Naira spent on wine purchase is dependent on the enduring involvement variables of the consumer. The strength of the overall relationship between the outcome and predictor variables is provided in Table 3).

Table 3 Relationship between amounts spent on wine purchase and enduring involvement variables of the consumer. n = 487

Amount spent on wine consumption	Coefficient	Standard error	P - Value
Wine related lifestyle	758.00***	139.05	0.001
Pleasure/interest	404.55***	139.67	0.004
Self-image/sign value	180.19	137.63	0.191
Gender	1160.08	1612.70	0.472
Age	1033.81*	542.77	0.057
Educational qualification	1317.58***	458.82	0.004
Occupation	48.3755	261.25	0.853
Marital status	1154.87	862.92	0.181
Monthly income	408.747*	247.31	0.099

P-value of the F-test =0.001

The Table 3 shows that all the variables to a certain degree influenced the amount spent on wine consumption positively, however some of them influenced the amount spent at a statistically significant level. Wine related lifestyle, pleasure/interest and educational qualification each influenced spending on wine at 1% level of confidence while age and monthly income influenced it at 10% level of confidence. The study result indicated that the amount of Naira spent on wine consumption was determined by the enduring involvement of the consumers with wine. This manifested in the dimensions as reflected in the wine related lifestyle and pleasure/interest in wine. The degree to which these dimensions have been met measured the enduring involvement of the consumers and had influenced the amount of Naira spent on meeting these inherent personal social needs. Therefore it was established that the driver of consumer spending on wine purchase was the necessity to meet the inherent social order need of wine related lifestyle and pleasure/interest that cumulate into enjoyment. This is consistent with Ogbeide and Bruwer (2013) and Romani and Gistri (2008) noting that pleasure enhances the significance and importance of wine in the users' lives, thereby creating and sustaining more interest and attention to its consumption and related activities.

The ability of consumers to meet the permanent inherent needs they satisfy with wine consumption has been a function of other variables that were statistically and non-statistically significant. Drawing inferences on those that were statistically significant, age of consumer affect their alcohol or wine use patterns. Generally young adults in the late teens and early

twenties are not expose to wine. There is the perception that it is the drink for the wealthy and it is not within their affordability. The old people are wary of the effect of alcohol and are constraint to consume less. However the people in the age group 30-59 years represented the group that are willing, eager to meet and express their social order values as a reflection of their enduring involvement with products such as wine. This group often cease the opportunity to use wine to meet this value.

Educational qualification as a determinant of the amount of Naira consumers spend on wine was expressed as a function the consumers' application of knowledge in the buying and consumption processes. The educated consumers though noted to consume more wine than the uneducated ones, are able to find, obtain and use the knowledge of wine from reviews, information on newspapers, wine label and lifestyle magazines to make judgments as to what to buy and how much to pay. Ability to maintain a wine related lifestyle and pleasure/interest to an extent is dependent on capacity to fund the enduring involvement behaviour. Consumers with meagre income barely enough to meet the basic necessity of life will subordinate the social order needs of wine related lifestyle and pleasure/interest. The reverse will be the case for consumers that have enough disposable income to meet their enduring involvement with wine. Consumers with high household disposable income that are enduringly involved with wine engage in more wine-related spending behaviour in order to meet the wine-related social order needs.

### **The result of the number of bottles of wine purchased/consumed and enduring involvement variables of the consumers**

Table 4 shows that the overall relationships between the number of bottles purchased or consumed and the enduring involvement variables were significant, at  $p < 0.001$ . This is an indication the number of bottles wine consumers purchased or consumed was related to their inherent desire (enduring involvement) for social order need.

Table 4 Relationship between number of bottles of wine purchased/consumed and enduring involvement variables.  $n = 487$

Number of bottles purchased/consumed	Coefficient	Standard error	P - Value
Wine related lifestyle	0.276***	0.070	0.001
Pleasure/interest	0.051	0.070	0.470
Self-image/sign value	0.198***	0.069	0.004
Gender	0.464	0.807	0.566
Age	-0.661**	0.272	0.015
Educational qualification	0.238	0.230	0.301
Occupation	0.045	0.131	0.731
Marital status	0.137	0.432	0.751
Monthly income	0.448***	0.124	0.001

P-value of the F-test = 0.001

The Table indicated that though three dimensions of enduring involvement were identified from the survey data, wine related lifestyle and self-image/sign value were the statistically significant reasons for the quantity of wine purchased. Wine related lifestyle consumers use the product and associated activities to create synergy with wine consumption whether at home, at friends' houses, parties or in restaurants. Wine related lifestyle therefore gives a strong sense of social orientation to wine usage. It increased the number of bottles of wine purchased more so when it is extended as a business gift, for staff at festivity or to say thankyou to other consumers or potential ones that would not generally buy wine. When wine

is given or received, wine knowledge is created and exchanged in an enjoyable atmosphere amongst consumers and in turn influence the behaviour of individual members and the group. This is consistent with Pham et al. (2001). The quantity of wine purchased affects consumer self-image/sign value. Wine consumers from the result used the number of bottles of wine purchased/consumed to distinguish themselves from others. Wine is seen as expensive compare to beer which is popularly consumed. A consumer that purchase many bottles of wine in sales outlet directly or indirectly signals to other purchasers/non purchasers about his or her social status/class. This is consistent with the Tajfel (1981) social identity theory that consumers' self-concept is derived from the knowledge of their membership of a social group, together with the value and emotional significance of that membership. As a consequence, Nigerian consumers use the quantity of wine purchased to symbolically signal to others that they somehow belong to the same or different group; consistent with Jenkins (1996). This is evident as the internal identification process known to both the consumers and non-consumers alike and more so when the product presents a clear symbolic value to the consumers.

Age and income were statistical determinants of the consumers' ability to meet the wine related lifestyle and self-image/ sign value dimensions of enduring involvement. Young and old wine consumers represented less than 21% of the consumers; an indication that the majority of the active consumers that made purchase have a positive relationship between the quantity of wine they buy and their enduring involvement. For income, the result indicated that the household income of the consumers was significant to the manifestation of the enduring involvement. The degree of the manifestation is a function of the disposable income available to the consumer. The consumers were able to fulfil their dimensions of enduring involvement because of the available income at their disposal.

## **Conclusion**

This study explored the Nigerian wine market from the consumer perspective. It investigated the motivation of the consumers and the subsequent behaviours demonstrated from an enduring involvement standpoint. Enduring involvement was examined as psychological person-object relationship based on the relational variables that predict follow up behaviour. The relational variables included the dimensions of involvement – wine related lifestyle, pleasure/interest and self-image/sign value that the consumers seek to meet with wine. Meeting these inherent needs involved the demonstration of certain behaviours towards the purchase and consumption of the product. In the course of consumers meeting these needs, behaviours regarding the quantity of wine and the amount of money spent were examined.

Wine consumers do not drink wine for the sake of consumption, instead it is to meet an inherent needs in the social order of need hierarchy. Wine related lifestyle, pleasure and self-image represented such social order needs consumers meet with wine. Consumers were able to create a lifestyle and portrayed their self-image from wine related activities and used them to signal to others to become a member or used them to discriminate against non-members. Pleasure was strongly manifested from consumption particularly when wine was consumed with meals at home, in parties or in a restaurant situation. While the number of wine drinkers had increased from historical perspective, overall, the number of bottle of wine and the amount of Naira spent on the product substantially demonstrated active consumer behavior towards the product. The positive consumer behaviour towards wine coupled with the market potential were linked to availability of knowledge and disposable household income across the middle to high income groups. The issue of inequitable income distribution is a concern to the consumption of wine among the low income consumers. Wine is perceived by this group as exclusive to the wealthy members of the society; a perception that has been debunked in many

wine consuming nations. The re-distribution of income in Nigeria could increase the disposable income of the so-called low income consumers to purchase more goods and services including wine. Therefore with government policy that addresses income inequality, the general consumers' household disposable income could increase and as wine knowledge grows, the wine market will continue to expand. Consumers that were not able to actualize their social order needs will then be able to do so.

This study has not catered for all the investigations in the Nigerian wine market, it is important to segment the market by aggregating the consumers into actionable groups for strategic targeting and offering of products. A segmentation study of the market is eminent. The outcome of this study is comparable to most studies from other countries particularly the developed ones. However the absence of local empirical literature makes it hard for comparison locally.

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